



**AMERICA'S
BYWAYS™**



IOWA GREAT RIVER ROAD CORRIDOR MANAGEMENT PLAN

UPDATE & SUPPLEMENT

JUNE 2006

IOWA GREAT RIVER ROAD CORRIDOR MANAGEMENT PLAN

UPDATE AND SUPPLEMENT

JUNE 2006

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JUNE
2006





Iowa Mississippi River Parkway Commission

Explore Iowa's Great River Road

Patsy L. Ramacitti
Chair
Scott County

Elaine Baxter
Des Moines County

Al Bohling
Louisa County

Gene Enke
Lee County

Jerry Enzler
Dubuque County

Marian Meyer
Jackson County

John Oberhaus
Muscatine County

Art Ollie
Clinton County

M.J. Smith
Clayton County

Alice E. Burke
Allamakee County

To: Iowa Mississippi River Planning Commission

From: Patsy Ramacitti, Iowa Chair, Scott County Commissioner
Al Bohling, Louisa County Commissioner

Date: June 2006

Re: Corridor Management Plan Update and Supplement

The Iowa Great River Corridor Management Plan dated January 2000 has been an extremely beneficial document for the Iowa Mississippi River Parkway Commission.

It has:

- been an organizational tool for helping bring clarity to the many diverse views represented by the Commission.
- been a necessity in achieving National Scenic Byway status for the Iowa Great River Road.
- provided supporting documentation for the many Federal Highway Administration grant applications that have resulted since National Designation.
- provided a model for other states along the National Great River Road.

It has been over five years since the original plan was created and the Iowa MRPC feels compelled to provide an update and supplement to that plan. This will keep it a living and working document in the spirit that was intended. It will also provide an official record of the achievements of the Iowa MRPC.

This Update and Supplement will:

- Make changes and update information contained in the original Corridor Management Plan.
- Identify significant accomplishments since the original Corridor Management Plan.
- Create a framework and guide for future transportation enhancements in the corridor.

We challenge the IMRPC to realize as many improvements with this update as was generated by the original Corridor Management Plan.

PATSY RAMACITTI

ALFRED C. BOHLING JR.

COMMISSIONERS AND TECHNICAL REPRESENTATIVES

WE HAVE UPDATED THE LIST OF COMMISSIONERS AND TECHNICAL REPRESENTATIVES (PAGE 4):

IOWA CHAIR:	PATSY RAMACITTI, SCOTT COUNTY
COMMISSIONERS:	AL BOHLING, LOUSIA COUNTY MARIAN MEYER, JACKSON COUNTY GENE ENKE, LEE COUNTY ART OLLIE, CLINTON COUNTY JOHN OBERHAUS, MUSCATINE COUNTY JERRY ENZLER, DUBUQUE COUNTY M. J. SMITH, CLAYTON COUNTY ELAINE BAXTER, DES MOINES COUNTY ALICE BURKE, ALLAMAKEE COUNTY
TECHNICAL REPRESENTATIVES	CALI BEAL, DEPARTMENT OF ECONOMIC DEVELOPMENT TROY SIEFERT, DEPARTMENT OF TRANSPORTATION RICHARD “KIM” FRANCISCO, DEPARTMENT OF NATURAL RESOURCES RON DEISS, ECONOMIC & ENVIRONMENT ANALYSIS BRANCH NANCY LANDESS, IOWA OFFICE OF TOURISM
FOR MORE INFORMATION:	TROY SIEFERT OFFICE OF SYSTEMS PLANNING IOWA DEPARTMENT OF TRANSPORTATION 800 LINCOLN WAY AMES, IA 50010 515-239-1369 TROY.SIEFERT@DOT.IOWA.GOV
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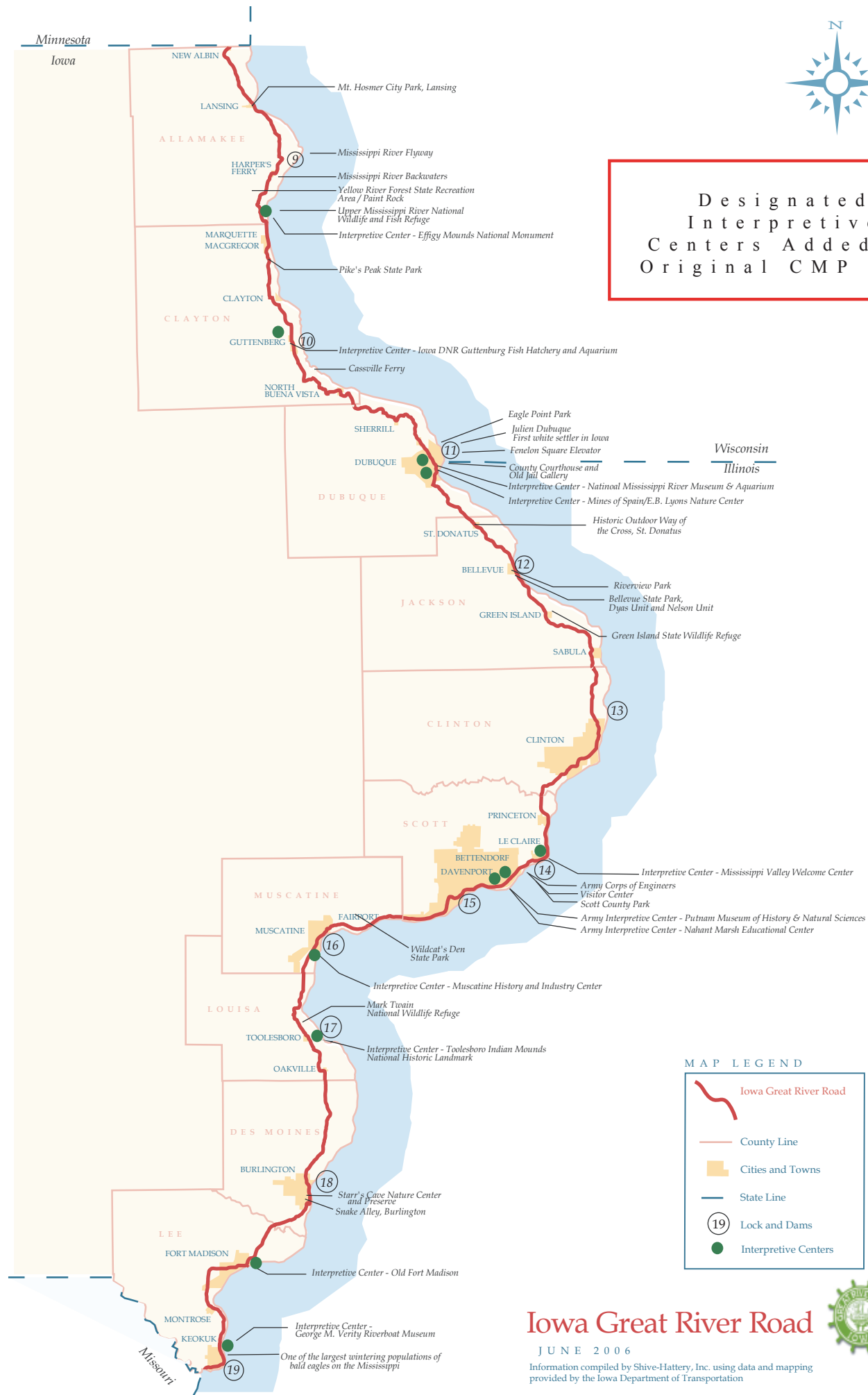
- **THE IOWA STATE SCENIC BYWAY PROGRAM** NOW WILL STATE THAT THE COUNCIL RESPONSIBILITIES INCLUDE REVIEWING APPLICATIONS AND *PROVIDING SUGGESTIONS ON THE FINAL SELECTIONS* FOR DESIGNATION INSTEAD OF *MAKING THE FINAL SELECTIONS*. (PAGE 7)

- AS A MODIFICATION TO THE **ROUTE DESCRIPTION**, THERE HAS BEEN A TRANSFER OF JURISDICTION ON SOME PORTIONS OF THE ROUTE. THE MAJORITY OF THE ROUTE IS A PAVED TWO-LANE ROADWAY MANAGED BY THE IOWA DEPARTMENT OF TRANSPORTATION. *ONE HUNDRED EIGHTY-EIGHT MILES (58%) ARE CLASSIFIED AS STATE HIGHWAYS, 120 MILES AS COUNTY (37%) AND 17 MILES (5%) AS CITY.* (PAGE 14)

- IN ORDER TO INCLUDE THE GOALS LISTED IN THE ANNUAL REPORTS FROM 2000-2005 WE HAVE INCORPORATED THEM AS “SUBGOALS” IN THIS UPDATE AND SUPPLEMENT TO THE **VISION, GOALS AND OBJECTIVES** IN THE JANUARY 2000 CORRIDOR MANAGEMENT PLAN. (PAGE 18)

THE ADDED SUBGOALS ARE:

- ASSIST IN COORDINATING THE INCREASE OF INVESTMENT AND AWARENESS IN THE NATIONAL SCENIC BYWAY IOWA GREAT RIVER ROAD AND ITS AMENITIES WITH ROADSIDE PARKS, SCENIC VENUES, EDUCATION EXPERIENCES AND HISTORIC INFORMATION.
- INCREASE THE AWARENESS FOR STAKEHOLDERS OF FUNDING THROUGH TRANSPORTATION ENHANCEMENT FUNDS.
- DEVELOP COMMUNICATION OPPORTUNITIES TO TELL THE STORIES OF THE NATIONAL SCENIC BYWAY IOWA GREAT RIVER ROAD.
- ARRANGE COMMUNITY INVOLVEMENT MEETINGS AND WORKSHOPS.
- ADVOCATE FOR GREAT RIVER ROAD DEVELOPMENT STUDIES.
- ADVOCATE FOR TRANSPORTATION RELATED PROJECTS THAT INCORPORATE THE PRINCIPLES OF CONTEXT SENSITIVE DESIGN.
- ADVOCATE FOR THE USE OF SUSTAINABLE DESIGN PRINCIPLES SUCH AS L.E.E.D. (LEADERSHIP IN ENERGY AND ENVIRONMENTAL DESIGN).



Iowa Great River Road

JUNE 2006

Information compiled by Shive-Hattery, Inc. using data and mapping provided by the Iowa Department of Transportation



Iowa MRPC – SIGNIFICANT ACCOMPLISHMENTS JAN 2000 – JUNE 2006

- THE IOWA GREAT RIVER ROAD DESIGNATION AS A STATE SCENIC BYWAY RECEIVED NATIONAL SCENIC BYWAY STATUS.
- THE IOWA MRPC IDENTIFIES A STAKEHOLDER LIST FOR EACH COUNTY TO BE ADVOCATES FOR THE GREAT RIVER ROAD AND THE MISSISSIPPI RIVER.
- THE IMRPC WORKS WITH THE NATIONAL SCENIC BYWAY PROGRAM TO TRAIN STAKEHOLDERS ON PROJECT GENERATION AND GRANT APPLICATIONS. STAKEHOLDER MEETINGS ARE HELD ANNUALLY IN THREE LOCATIONS ALONG THE GREAT RIVER ROAD.
- THE IOWA MRPC WAS HOST TO THE NATIONAL MEETING AUGUST 23-27, 2000 AT THE RADISSON HOTEL, DAVENPORT, IOWA, WITH PILOT GENE ENKE (IOWA COMMISSIONER) PRESIDING.
- DURING THE PERIOD THE IOWA MRPC INCREASED IT'S FISCAL CAPABILITIES BY INCREASING THE STATE APPROPRIATED BUDGET FROM \$29,500 TO \$40,000. ALONG WITH THIS THE IMRPC HAS RECEIVED SEED GRANTS FROM THE SCENIC BYWAY FUNDS FOR \$25,000 FOR A COMBINED TOTAL ANNUAL INVESTMENT OF \$65,000.
- THE IMRPC CONTINUES TO PRINT AND DISTRIBUTE GREAT RIVER ROAD MAPS.
- PATSY RAMACITTI, CHAIR OF THE IMRPC, WAS NAMED BETTENDORF'S CITIZEN OF THE YEAR FOR 2003.
- PATSY RAMACITTI, CHAIR OF THE IMRPC, WAS NAMED QUAD CITIES WOMAN OF THE YEAR, 2003.
- AL BOHLING, LOUISA COUNTY COMMISSIONER, WAS NAMED THE LOUISA COUNTY FRIEND OF CONSERVATION FOR HIS VOLUNTEER WORK WITH MANY LOCAL CONSERVATION ORGANIZATIONS.
- THE IMRPC CONTINUES TO MEET QUARTERLY FOR REGULAR BUSINESS AND CONDUCTS MANY COMMITTEE MEETINGS AND CONFERENCE CALLS TO ACCOMPLISH ITS MISSION.

- M.J. SMITH, CLAYTON COUNTY COMMISSIONER, HAS LED AN EFFORT DURING THIS PERIOD AND HAS PRODUCED AND DISTRIBUTED EIGHT “ALONG THE BYWAY” NEWSLETTERS. THEY HAVE BEEN DISTRIBUTED TO THE STAKEHOLDERS GROUP AND LEGISLATORS AND CONTAIN INFORMATION ABOUT ACTIVITIES OF THE IMRPC AND RIVER STORIES.
- GENE ENKE, LEE COUNTY COMMISSIONER, WAS THE RECIPIENT OF THE NATIONAL MRPC 2002 DISTINGUISHED SERVICE AWARD. HE HAS CHAIRED THE IMRPC AND WAS THE NATIONAL PILOT FROM 1998-2000.
- THE IMRPC BECAME THE FIRST STATE TO IDENTIFY THE GREAT RIVER ROAD WITH AN “AMERICA’S BYWAY” SIGN ON EACH OF THE GRR SIGNS IN ALL TEN COUNTIES. GOVERNOR TOM VILSACK ALONG WITH OTHER STATE AND LOCAL OFFICIALS GATHERED IN BETTENDORF ON OCTOBER 17, 2004 TO CELEBRATE AND UNVEIL THE COMPLETION OF THE PROJECT. SEE PHOTO BELOW.



PICTURED FROM LEFT TO RIGHT: M.J. SMITH, CRAIG MARKLEY, GOVERNOR TOM VILSACK, CHAIR PATSY RAMACITTI, AL BOHLING, ELAINE BAXTER, JOHN OBERHAUS, PAUL CHRISTIANSEN AND ART OLLIE

- IOWA MRPC WAS PROUD TO HOST THE 2004 SEMI-ANNUAL NATIONAL MEETING OF THE MRPC AT THE GRAND HOTEL RESORT AND GRAND RIVER CENTER, DUBUQUE, IOWA, APRIL 1-3, 2004. A SPECIAL DINNER WAS HELD AT THE NATIONAL MISSISSIPPI RIVER MUSEUM & AQUARIUM. ALL ATTENDEES HAD THE OPPORTUNITY TO TOUR THE MUSEUM DURING THE TWO-DAY CONFERENCE AS WELL AS FOLLOWING THE DINNER.

- WITH THE LEADERSHIP OF CLAYTON COUNTY COMMISSIONER M. J. SMITH, THE IOWA MRPC NOW HAS A COMMISSIONER HANDBOOK. IT IS INTENDED TO HELP NEW COMMISSIONERS BECOME ACQUAINTED WITH THE RESPONSIBILITIES AND ACTIVITIES OF THE COMMISSION.
- AFTER TWELVE YEARS OF PLANNING, ON JUNE 28, 2003 THE NATIONAL MISSISSIPPI RIVER MUSEUM AND AQUARIUM OPENED IT'S DOORS TO THE PUBLIC. JERRY ENZLER, DUBUQUE COUNTY COMMISSIONER, HAS LED THIS EFFORT AND HAS WORKED TIRELESSLY AT CREATING THE VISION AND REALITY FOR THIS TREASURE. THE FACILITY IS INDEED A FINE ASSET FOR THE GREAT RIVER ROAD. SEE PHOTO BELOW.



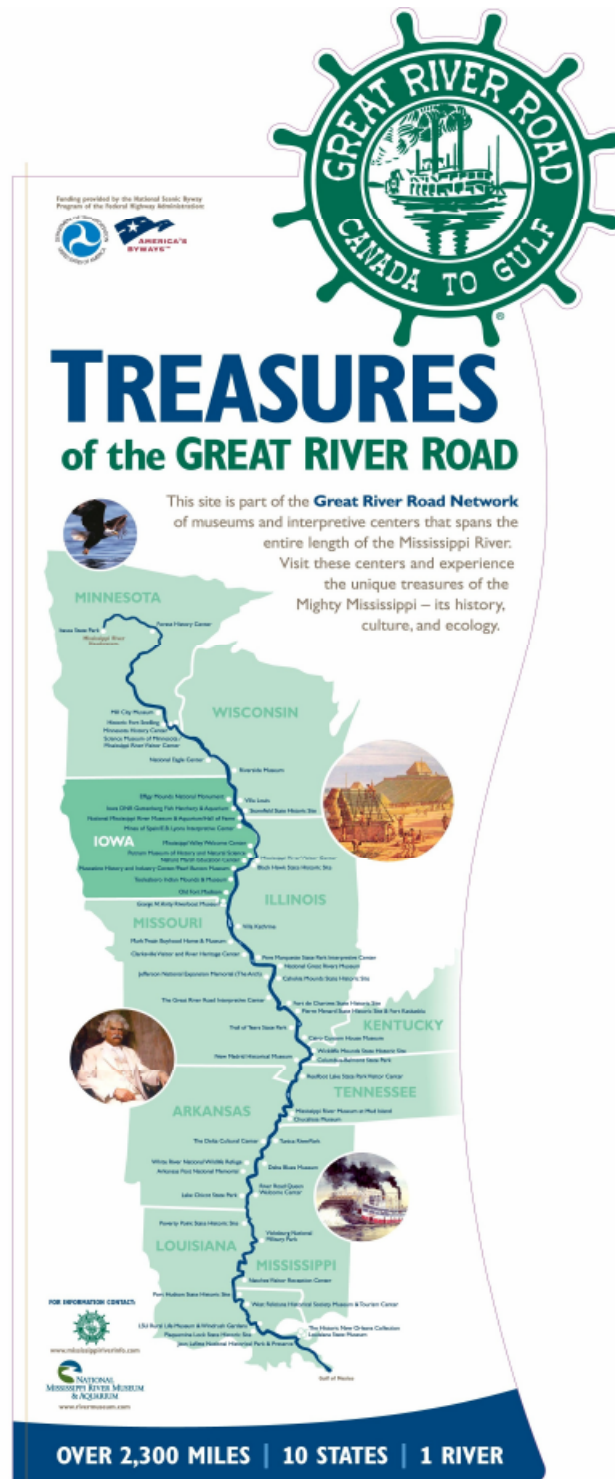
PICTURED FROM LEFT TO RIGHT: JERRY ENZLER, JOHN OBERHAUS, GENE ENKE, ELAINE BAXTER, MARIAN MEYER, PATSY RAMACITTI, DENISE STRUDTHOFF, AL BOHLING, M.J. SMITH

- IN 2004, PATSY RAMACITTI, THE IOWA CHAIR WAS ELECTED TO THE POSITION OF SECRETARY/TREASURER OF THE NATIONAL MRPC.
- THE IOWA MRPC DEVELOPED A NEW MARKETING BROCHURE FOR THE IOWA GREAT RIVER ROAD/NATIONAL SCENIC BYWAY. THE BROCHURE ALSO OUTLINES BY COUNTY THE MANY TREASURES THAT CAN BE FOUND IN IOWA'S FANTASTIC RIVER TOWNS. 30,000 COPIES WERE PRINTED AND DISTRIBUTED TO TOURIST SITES, WELCOME CENTERS, CHAMBERS OF COMMERCE, INTERPRETIVE CENTERS AND THE NATIONAL MRPC OFFICE.

- IOWA COMMISSIONER JOHN OBERHAUS, CHAIR, NATIONAL ENVIRONMENT, RECREATION & AGRICULTURE COMMITTEE PRESENTED THE FIRST NATIONAL MRPC ENVIRONMENTAL STEWARDSHIP AWARD TO CHAD PREGRACKE. LIVING LANDS & WATERS WAS PRESENTED TO CHAD PERSONALLY AT THE ANNUAL LIVING LAND & WATERS BARGE PARTY AUGUST 11, 2005 IN DAVENPORT, IOWA.
- IOWA MRPC RECEIVED THE NATIONAL MRPC 2005 PILOT'S AWARD FOR STATE COMMISSION OF THE YEAR.

- PATSY RAMACITTI, IOWA MRPC CHAIR, RECEIVED THE NATIONAL MRPC 2005 DISTINGUISHED SERVICE AWARD.

- UNDER THE LEADERSHIP OF JERRY ENZLER AND THE HISTORIC AND CULTURAL COMMITTEE AND WITH FUNDING FROM A NATIONAL SCENIC BYWAY GRANT, ALL 58 INTERPRETIVE CENTERS ON THE GREAT RIVER ROAD HAVE A COMMON SIGN THAT ESTABLISHES THE "NETWORK" OF INTERPRETIVE CENTERS. SEE NEXT PAGE.



THIS PANEL OCCURS AT ALL 58 INTERPRETIVE CENTERS ALONG THE GREAT RIVER ROAD WITH THE HOME STATE HIGHLIGHTED.

- THE IOWA MRPC HAS ELEVEN CENTERS IN THE NETWORK. IOWA HAS ADDED A SECOND PANEL TO EACH SIGN WITH INFORMATION ABOUT OTHER SITES IN THE STATE. A BROCHURE HAS BEEN PRODUCED DESCRIBING EACH OF THE CENTERS.



IOWA HAS ADDED LEFT SIDE PANELS TO ALL 11 IOWA INTERPRETIVE CENTERS

VISIT THESE INTERPRETIVE CENTERS



Effigy Mounds National Monument
Discover some of the largest and best-preserved animal-shaped effigy mounds within the United States. The monument covers 2,526 acres with 14 miles of hiking trails offering spectacular overlooks of the river.
140 Miles North / Harpers Ferry



Iowa DNR Guttenberg Fish Hatchery and Aquarium
Near Lock and Dam 10, visitors view a wide variety of fish and aquatic wildlife and a preserved lockmaster's house. The aquarium is on the National Register of Historic Places. Open since 1938.
111 Miles North / Guttenberg



Nat'l Mississippi River Museum & Aquarium / Hall of Fame
Large freshwater aquariums, live animals, hands-on historical exhibits, working boatyard, wetland, National Rivers Hall of Fame, and the Wm. M. Black Boat & Breakfast delight toddlers to grandparents. A Smithsonian Affiliate. **73 Miles North / Dubuque**



Mines of Spain / E.B. Lyons Interpretive Center
The Meskwaki Indians were some of the earliest inhabitants of this 1,387-acre park. French-Canadian fur trader Julien Dubuque mined lead and traded furs here from 1788 to 1810.
70 Miles North / Dubuque



Mississippi Valley Welcome Center
The center sits high on a bluff overlooking the scenic Mississippi River Valley. It features historical displays, picnic shelters and information on sights and activities throughout the state of Iowa.
18 Miles North / LeClaire



YOU ARE HERE / Davenport
Putnam Museum of History and Natural Science
Enjoy the Black Earth/Big River nature experience, the award-winning River, Prairie and People History Hall, treasures of the Asian/Egyptian Gallery, unique shopping, and the IMAX theater.



Nahant Marsh Education Center
This 513-acre urban wetland, formerly a Superfund cleanup site, is now home to wildlife and a restored prairie. Hiking trails and boardwalks with interpretive signage are open to the public year-round. **Davenport**



Muscatine History and Industry Center / Pearl Button Museum
Once known as the "Pearl Button Capital of the World," Muscatine mass produced buttons made from freshwater mussel shells. The main exhibition features artifacts relating to the pearl button industry.
29 Miles South / Muscatine



Toolesboro Indian Mounds & Museum
The Hopewellian mounds at Toolesboro are among the best preserved and accessible remnants of an ancient culture that flourished from 200 B.C. to 400 A.D. **52 Miles South / Wapello**



Old Fort Madison
The Fort is an accurate reconstruction of the first military garrison on the Upper Mississippi and became home to the 1st U.S. Infantry from 1808-1813.
95 Miles South / Fort Madison



George M. Verity Riverboat Museum
Originally named the S.S. Thorpe, the Verity was the first of four steamboats built in 1927 for the revival of cargo transportation on the Mississippi. Visit the engine room, sleeping quarters and galley.
119 Miles South / Keokuk

Iowa's

GREAT RIVER ROAD,
a National Scenic Byway.

DETAIL OF LEFT PANEL FOR IOWA SITES WITH SITE LOCATION ENLARGED

Iowa Great River Road Grants Received

Project Name	Project No.	Account No.	tot Grant	inkindtot	Local Match Total	Total Cost	Fed Complete
2001 Seed Grant for Mississippi River Parkway Commission	SBIA-2001(3)--2T-00	2T00IA01003	\$25,000.00	\$0.00	\$6,250.00	\$31,250.00	Y
2002 Great River Road Interpretive Center and Network of Interpretive Centers	SBIA-2002(2)--2T-00	2T00IA02002	\$737,376.00	\$0.00	\$0.00	\$737,376.00	N
2002 GRR Birding Trail Maps	SBIA-IA02(3)--2T-00	2T00IA02003	\$16,000.00	\$0.00	\$4,000.00	\$20,000.00	Y
2003 Great River Road Byway Facility and Improvements, Guttenberg	SBIA-IA03(004)--2T-22	2T22IA03004	\$186,402.00	\$0.00	\$50,000.00	\$236,402.00	N
2003 Seed Grant for Mississippi River Parkway Commission	SBIA-IA03(2)--2T-00	2T00IA03002	\$25,000.00	\$1,100.00	\$5,150.00	\$31,250.00	N
2004 Great River Road- Corridor Management Plan Implementation	SB-IA04(2)--2T-00	2T00IA04002	\$25,000.00	\$2,650.00	\$4,200.00	\$31,850.00	N
2004 Interpretative Center Master Plan for Iowa Great River Road	SBIA-IA04(003)--2T-00	2T00IA04003	\$55,600.00	\$0.00	\$13,900.00	\$69,500.00	N
2005 Great River Road-Loiusa County Paving Project	SBIA-IA		\$1,700,000.00	\$0.00	\$0.00	\$1,700,000.00	N
2005 Mississippi River Trail, Allamakee County			\$3,920,000.00		\$980,000.00	\$4,900,000.00	N
2005 Great River Road National Scenic Byway Rivers to the Sea, Dubuque			\$4,000,000.00		\$1,000,000.00	\$5,000,000.00	N
2005 Great River Road National Scenic Byway Mud Lake Road, Dubuque County			\$480,000.00		\$120,000.00	\$600,000.00	N
2005 Mississippi River Trail, Heritage Trail, Dubuque			\$1,344,000.00		\$336,000.00	\$1,680,000.00	N
2005 Recreation Trail, Camanche to Clinton			\$1,680,000.00		\$420,000.00	\$2,100,000.00	N
2005 Mississippi River Trail, Bridge at Credit Island, Davenport			\$1,600,000.00		\$400,000.00	\$2,000,000.00	N
2005 Mississippi River Trail, Leach Park in Bettendorf to Riverdale			\$1,732,000.00		\$433,000.00	\$2,165,000.00	N
2005 Musser Park to Weggens Road Trail, Muscatine			\$408,000.00		\$102,000.00	\$510,000.00	N
2005 Great River Road National Scenic Byway Renovating Old Fort Madison			\$29,956.00		\$7,489.00	\$37,445.00	N
2005 Great River Road National Scenic Byway, Louisa County			\$1,360,000.00		\$340,000.00	\$1,700,000.00	N
2005 Great River Road National Scenic Byway, Montrose			\$58,800.00		\$14,700.00	\$73,500.00	N
			\$19,383,134.00			\$23,623,573.00	

RESOURCES

- IOWA ANNUAL REPORTS (2000-2005)
- IOWA MRPC MEETING NOTES (2000-2005)
- MISSISSIPPI RIVER PARKWAY COMMISSION NEWS IN BRIEF (2000-2006)
- IOWA MISSISSIPPI RIVER PARKWAY COMMISSION NEWSLETTERS (2000-2006)
- IOWA MISSISSIPPI RIVER PARKWAY COMMISSION COMMISSIONER HANDBOOK
- MEMBERS OF COMMISSION
 - PATSY RAMACITTI, SCOTT COUNTY AND IOWA CHAIR
 - TROY SIEFERT, IOWA DOT
 - M.J. SMITH, CLAYTON COUNTY
- [HTTP://WWW.MISSISSIPPIRIVERINFO.COM](http://www.mississippiriverinfo.com)
- [HTTP://WWW.MRPCMEMBERS.COM](http://www.mrpcmembers.com)
- [HTTP://WWW.BYWAYS.ORG](http://www.byways.org)

Corridor Management Plan



Iowa Great River Road

Iowa Mississippi River Parkway Commission

JANUARY 2000



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PLEASE NOTE: Numbers in parenthesis refer to topics (Federal Register Vol. 69, No 96) that require attention by the Federal Highway Administration in a National Scenic Byway Corridor Management Plan. See Appendix for copy of Federal Register section pertaining to Scenic Byways.



ABOUT THIS DOCUMENT

This is a summary and overview of information about the Iowa Great River Road Scenic Byway. The Great River Road results from more than 70 years of planning and development by numerous governmental agencies at federal, state and local levels as well as many public and private organizations, groups and individuals. Principle among those organizations is the Iowa Mississippi River Parkway Commission and its companion organizations in the other nine Mississippi River states.

For just as long, the Great River Road has survived, thrived and matured with widespread public support. The Great River Road has emerged to become the way the world travels to the Old Man River.



View from bluff overlooking Lansing, Iowa and the Iowa Great River Road

With such a long history, its Corridor Management Plan is in reality a collection of documents, resolutions, ordinances, regulations, plans and designs which have been prepared, enacted, and amended over the decades by federal, state and local governments. No single document could truly claim to compile all the literature that now guides the dynamic and vital management of this national treasure.

The Iowa Mississippi River Parkway Commission wishes to recognize and commend the valuable contributions and leadership of the Federal Highway Administration, the Iowa Department of Transportation and many other organizations that are now successfully focussing national attention on the importance of scenic byways. The Commission appreciates how the Federal Highway Administration has advanced the art and practice of corridor management planning for scenic byways and hopes the organization of this manual effectively follows and supports the Administration's guidance.

Iowa Mississippi River Parkway Commission
c/o Drahos & Senft,
PO Box 430



Postville, IA 52162

Iowa Chair:	Christina Drahos, Alamakee County
Commissioners:	Al Bohling, Lousia County Russell Clausen, Jackson County Gene Enke, Lee County Rhonda McIntyre, Clinton County John Oberhaus, Muscatine County Jerry Enzler, Dubuque County M. J. Smith, Clayton County
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BACKGROUND AND INTRODUCTION

Background

Why this Plan was Prepared

This Corridor Management Plan was prepared to provide a broad understanding of the resources of the Great River Road in Iowa and to present a broad vision for the management of this national treasure.

The Iowa Mississippi River Parkway Commission and the Iowa Department of Transportation prepared this document as a basis for nominating the Iowa Great River Road as a National Scenic Byway under the Scenic Byways Program of the Federal Highway Administration in January 2000.

Scope of the Plan

This Corridor Management Plan provides general guidance and offers support for all stakeholders in the Iowa Great River Road. The plan carries with it no regulation or infringement on private property. The information presented here simply describes possible steps and actions that will serve to maintain the strong scenic, natural, historic, and recreation resources and character of the Iowa Great River Road.

Introduction

What is a Scenic Byway?

Scenic byways offer special routes that provide travelers access to beautiful scenery and the cultural and natural riches of a region. They provide an alternative to the monotony of lineal, high-speed travel; open up vistas and introduce travelers to places they may otherwise pass by. They may be spectacular destinations sought-after by travelers or they may be local routes long admired by a community for a Sunday drive. They may be rural, suburban or urban. They come with different names -- rustic roads, scenic byways, historic roadways, or backways. As long as the community regards the



roadway as a special resource to be promoted and protected it can be considered a scenic byway.

Scenic Byway Programs

Throughout the United States, a scenic byway can be designated by one or more governmental level – local, state or federal – or by the private sector. In fact, for a road to be designated a “national scenic byway” by the Federal Highway Administration, it has to be first designated as a “state scenic byway.”

Local Programs

Administered at the city and county level, these programs exist to maintain the special qualities of routes of local importance and use.

State Programs

Administered by state departments of transportation, byway commissions and economic and tourism development offices, these programs identify routes of significance at the multi-county and state levels. Almost all states have, or are developing, scenic byway programs and they vary widely in their requirements.

Federal Programs

Programs to designate and manage scenic byways have been developed by the Bureau of Land Management (BLM) and the USDA Forest Service. BLM’s program of Back Country Byways includes different types of roads – some accessible only by four-wheel drive vehicles – that lead travelers to some of the unexplored areas of the West. The Forest Service has designated over 7,000 miles of scenic byways in national forests throughout the country. While not specifically designated as scenic

byways, the National Park Service manages nine parkways and numerous park roads through scenic areas.



Typical limestone bluff overlook the Mississippi River



The National Scenic Byways Program

The National Scenic Byways program was established under the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA). The Scenic Byways Advisory Committee, working with the Federal Highway Administration, recommended that the program designate a system of "National Scenic Byways" and "All-American Roads". For a route to be eligible for designation as a National Scenic Byway, it must possess one or more of the six intrinsic qualities identified by the Scenic Byways Advisory Committee (scenic, history, cultural, natural, recreational, and archeological); have a community or organization committed to its designation and management and have developed a corridor management plan. From the best of these is chosen a very small number of All-American Roads, the cream of the crop of the National Scenic Byways programs. This designation is a very rare occurrence.

The Iowa State Scenic Byway Program

The State of Iowa has developed a statewide scenic/heritage byway program that recognizes natural, scenic and heritage resources. The Iowa Scenic Byway program is administered by the Iowa Department of Transportation with the guidance from the Iowa Scenic Byway Advisory Council. The Council is comprised of representatives from the Iowa Department of Transportation; the Tourism Division of the Department of Economic Development; the Department of Cultural Affairs; and the Department of Natural Resources. Council responsibilities include reviewing the applications and making final selections for designation based on the ratings obtained from the on-site evaluations.

What Does Designation Mean?

Scenic byway designation at any level (local, state or federal) provides recognition of the special qualities and resources of the particular byway and its associated corridor. This official acknowledgement carries with it a heightened awareness of the route and recognition of the communities and organizations that sought the designation.

For many communities, scenic byway designation will provide new tourism opportunities, increased visitation and economic development. In some instances scenic byway designation can provide:



- Additional funding;
- Identification on state highway maps;
- Increased maintenance;
- Technical assistance for management; and
- Assistance from tourism and economic development offices.

Designation as a National Scenic Byway by the U.S. Secretary of Transportation will acknowledge the significance of the byway corridor. National designation in Iowa will make the route eligible for TEA-21 enhancement funds, technical assistance from the Federal Highway Administration, and inclusion in a national marketing and promotion program.

What is a Corridor Management Plan?

Corridor Management Plan is an organization's plan of action to bring about a VISION for the byway. It is a written document outlining a set of possible actions for a byway. The complexity of the Corridor Management Plan and the topics it addresses in detail vary community by community. A Corridor Management Plan, on its own, carries with it no property regulation.

A Corridor Management Plan represents a point of beginning. Bringing about an organization's vision requires an outline of steps, an approach, a plan of action. The Corridor Management Plan assembles concerns, thoughts, and ideas of the organization in a single document. Thus, issues and objectives as diverse as increased tourism development, roadway safety, and an archaeological museum can be studied and planned for from a single organization based document. This helps all stakeholders to work together, join forces on related projects, and avoid the conflicts that occur when different organizations, groups or governments are planning without consulting one another.

The Corridor Management Plan does not need to solve problems. The Corridor Management Plan simply addresses issues and suggests a method or methods by which goals may be achieved. The Corridor Management Plan does not need to outline the specifics involved with the development of programs and projects – it simply identifies the need and suggests a way or ways in which such a program might get started. The key to the success of the Corridor



Management Plan will be in the follow-through of an energetic organization that gets together and establishes specific programs and projects.

The Corridor Management Plan for the Great River Road is Designed To:

- Develop a stronger sense of a Great River Road community of linked counties, cities and towns.
- Assist local communities with corridor – wide issues and plans.
- Provide support for continued protection of important intrinsic qualities.
- Increase communication among Great River Road communities regarding tourism and economic development initiatives.
- Provide a framework by which economic development can be encouraged without compromising quality of life enjoyed by the residents of the region.
- Fulfill the Corridor Management Plan requirements for designation as a National Scenic Byway.
- Be a flexible plan that can be modified over time.

The Corridor Management Plan for the Great River Road is Not Designed to:

- Impose any regulations on a county, city or town along route.
- Require the adoption of any new local ordinances or special districts.
- Prohibit new construction or development.
- Deny any community its right to pursue funding for local projects.
- Require participation in corridor-wide projects or programs

The Iowa Mississippi River Parkway Commission



Fall foliage at one of the effigy mounds,
Effigy Mounds National Landmark

The Iowa Mississippi River Parkway Commission was created by an act of the Iowa Legislature in 1959. The Commission exists to preserve, promote and enhance the scenic, historic and recreational resources of the Iowa Mississippi River Valley; to foster economic growth and develop the National Scenic Byway known as the Great River Road.



THE NATIONAL PERSPECTIVE

For most Americans, a leisurely scenic drive is a classic way to relax. Yet as our nation continuously develops, there are fewer routes that offer escape. The National Scenic and Historic Highway known as the Great River Road, celebrated its 60th birthday in 1999, is one of the oldest, longest, and most unique scenic byways on the North American continent. It offers respite to millions each year for a day's drive or for an extended vacation.

The 4,838-kilometer (3,000-mile) continuous Great River Road route stretches from Canada to the Gulf of Mexico, picking up its first views of the Mighty Mississippi near its headwaters in Minnesota and criss-crossing the river through the ten Mississippi River states. Travelers enjoying the scenery, history, and culture along the Great River Road can thank previous generations for their forethought in preserving and developing the river route for our enjoyment. The story of the continuing evolution of the Great River Road demonstrates what can be accomplished when state and federal officials work cooperatively with local communities to bring the best transportation, historical, and cultural facilities to the American people.

Franklin Roosevelt was President and automatic transmissions were the cutting edge of automotive technology when the Mississippi River Parkway Planning Commission was formed in 1938 to develop plans for what was to become the Great River Road. Secretary of Interior Harold Ickes had urged the governors of the ten Mississippi River states to form the Commission after being convinced of the merit of a Mississippi River Parkway by a group of state planning officials. The planning officials had been developing the concept of a Mississippi River Road as an extension of an idea for a recreational river road that had been first put forward by the Missouri Planning board in 1936.

The Commission was to become instrumental not only in the early planning and development of the parkway, but in its construction, promotion, marketing and development. Now known as the Mississippi River Parkway Commission and headquartered in Minneapolis, the Commission continues to promote, preserve, and enhance the resources of the Mississippi River Valley and to develop the highways and amenities of the Great River Road. Representatives of all 10-river states and the Canadian Province of Ontario serve on the



Commission's Board of Directors, and Chair State Mississippi River Commissions. But the road from the Commission's beginnings in 1938 to the success of the Great River Road today had been a long one, full of fits and starts.

1939-1951: Feasibility Studies

As with so many government enterprises, the Great River Road began with a false start, followed by a feasibility study. The U.S. House of Representatives' Committee on Public Lands held hearings in 1939 and 1940 to discuss a bill that would have authorized a feasibility study of the Mississippi River Parkway concept. While popular, the Parkway idea was soon overshadowed by World War II.

It wasn't until 1949 that Congress approved funding for a feasibility study. The study, Parkway for the Mississippi River, was completed by the Bureau of Public Roads (predecessor agency to the Federal Highway Administration) in 1951.

Study Conclusion: A Scenic Route, Not a Parkway

The study concluded that a parkway for the Mississippi River would benefit the nation as a whole. However, the report made an important distinction. Because it would be too expensive to build an entirely new parkway, the Bureau of Public Roads recommended instead that a scenic route would be



Aerial view of Mississippi River, the Great River Road and Marquette, Iowa

designated. The scenic route would consist of existing riverside roads, with new construction limited to interconnecting the existing roads so that a continuous route could be developed. The existing roads would be upgraded to parkway quality. The modified approach would save a great deal of land acquisition and new construction costs. Another consideration was that some of the most scenic locations along the river had already been pre-empted by existing highways, railroads, towns and

cities.

The concept of a scenic route rather than a national parkway was adopted. As a result, the Great River road is not owned by the National Park Service, as is the case with true national parkways such as the Blue Ridge and Natchez



Trace Parkways. Instead, the states have developed the Great River Road through a nationally coordinated program. The Bureau of Public Roads recommended “that the selected route shall be improved in a superior manner and that it should be dedicated to recreational purposes as well as to moving traffic.” The needed construction and improvements “can be done with regular apportionments under the federal highway act or by the states on their own...”

1954-1970: Planning Studies and Initial Route Markings

With the Federal Highway Act of 1954, Congress responded to the recommendations of the Bureau of Public Roads by appropriating planning funds. The Bureau of Public Roads was authorized to work with each of the states to develop specific criteria for the “parkway,” and to determine one specific route within each state for the “Mississippi River Parkway.” By the late 1950’s, the familiar green and white pilot’s wheel marker began to spring up on various sections of the designated route. Planning continued through the 1960’s. The Report on a Recommended Route for the Great River Road (Mississippi River Parkway) Through the State of Iowa was complete on May 25, 1957. The Recommendations for Land Acquisition, Scenic Easement and Control of Access for the Great River Road in the State of Iowa set forth a comprehensive set of recommendations: the report remains today as a guideline for improving the Iowa Great River Road.

1974-1983: Development Begins

With the completion of all the planning reports in early 1970, actual development of the Great River Road was ready to begin. Although a number of states had put up Great River Road highway signs and used available state funds for scenic bluff protection and road improvements, full-scale development funds had not been readily available. Legislation to fund the development of the Great River road was included for the first time as part of the Federal Aid Highway Act of 1973. From 1973 to 1982, Congress authorized a total of \$314 million in funds earmarked for the Great River Road. Most (\$251 million) of those funds were allocated directly to the states.

1976: Federal Guidelines Issued

With funds available, development could begin in earnest. In 1976, the Federal Highway Administration issued program guidelines setting criteria for the Great River Road. The states then set up their own individual process procedures for selecting the route of the Great River Road within their state boundaries.



“The Great River Road should be located within designated segments to take advantage of scenic views and provide the traveler with the opportunity to enjoy the unique features of the Mississippi River and its recreational opportunities,” the guidelines said. The criteria also specified that the Great River Road should provide for a variety of experiences or themes including history, geology, and culture, and that the road should provide convenient access to larger population centers. Protection of the Mississippi River corridor was required by “appropriate route selection, effective control and development, and scenic easement acquisition.”

State and Federal Routes

While the national Great River Road criss-crosses the Mississippi River within each state, the states have designated alternative routes that provide Great River Road routes on both sides of the river from the headwaters to the Gulf. The national or federal Great River Road route consists of sections that conform to the Federal Highway Administration guidelines, and were eligible for the Great River Road funds that were available in the 1970s and early 1980s. The state-designated alternative routes include sections with significant scenic, historic, and recreational interest. The Mississippi River Parkway Commission makes no distinction between the federal and state routes in its promotional efforts. However, some states do use highway signs that distinguish between a national and state route.

1990s: National Scenic Byways Program

State-designated scenic byways are now eligible to receive federal grants under the federal National Scenic Byways Program, which was first authorized in 1993 federal highway legislation and reauthorized in the 1998 highway bill. Three sections of the Great River Road received National Scenic byway designation in 1998

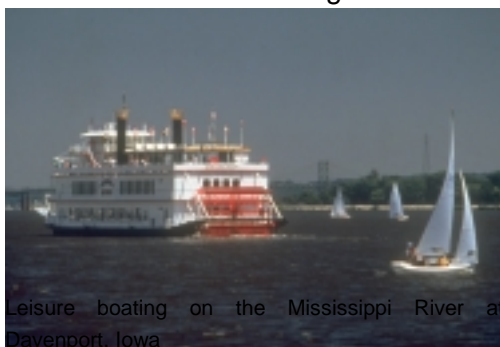


THE GREAT RIVER ROAD IN IOWA

Route Description

The Iowa Great River Road is a 326 mile-long byway designated by the State of Iowa. It parallels the west bank of the Mississippi River in eastern Iowa between the Missouri and Minnesota state borders. The Byway passes through 10 Iowa counties and numerous towns and several urban centers.

Travelers along the route experience a variety of settings including magnificent vistas of the River; upland woodlands and floodplain forests; various parks, preserves and conservation areas; agricultural, small farms and rural countryside; small-town main streets; diverse and distinctive architecture; metropolitan centers and, most importantly, river life.



Leisure boating on the Mississippi River at Davenport, Iowa

The majority of the route is paved two-lane roadway managed by the Iowa Department of Transportation. Two hundred nineteen miles (67 %) are classified as US Highway, 94 miles as county (29%) and 13 miles (4%) at city. The route functions in a number of different capacities including: through traffic, local service, commercial use and recreational traffic. All portions of the route are maintained for year round use. The entire route is signed as the "Great River Road". Please refer to the Appendix for a table of route segments.

Byway Corridor:

The Iowa Great River Road Scenic Byway corridor is defined as the viewshed from the designated roadway meaning the area that can be seen from either side of the roadway. In general, the viewshed represents the driver's field of view and contains landscape elements that contribute to the quality of the visitor's experience. In a number of areas, the viewshed becomes quite lengthy and extensive (views of 1 mile or greater from the roadway). In these areas the corridor width is set at 1 mile—1/2 mile on either side of the roadway.



Since the byway experience includes a number of locations that support the themes of the Great River Road, consideration is given to a number of locations beyond the viewshed as defined above. Generally, visitors are encouraged to perceive the landscape between the roadway and the river itself. A number of the intrinsic qualities are manifested in specific sites that exist in this broader zone. In a few cases, relevant intrinsic resource sites are identified on the West Side of the designated roadway beyond the viewshed. In short, the corridor of the Iowa Great River Road is the River, the landscape and the roadway.

Please note that the corridor area defined here is intended to recognize the general area of visitor experience on the Iowa Great River Road and to provide a general focus area for corridor activities. It is not a regulatory determination or definition. Furthermore it is not intended to exclude sites, organizations or individuals from participating in Great River Road planning and delivery of experiences to travelers.

Corridor Mapping

A variety of sources of corridor mapping and data exist—historic and contemporary. The Iowa Department of Transportation, municipalities, counties and regional units of government maintain a considerable inventory of mapping and data on land use, zoning and other related topics. Pertinent and accurate sources of mapping are, by reference, made part of the Great River Road Scenic Byway Corridor Management Plan.

Locations of significant intrinsic resources have been illustrated on USGS 7.5 minute quad maps. Updates and expansion of the inventories will occur over time by various organizations.

An overall orientation map of the Iowa Great River Road Scenic Byway follows.



The Great River Road Scenic Byway Orientation Map (1)



Existing Land Uses

Existing land uses in and adjacent to the corridor are typical for the setting and include the following general categories:

- Agricultural uses including pasture, grazing, and row crops
- Public and private owned and managed open space, including floodplains, bluff lands, forests, wetland and waterways and prairies
- Transportation improvement including roadways and railroads
- Riverfront onto the Mississippi River
- Town and urban development including residential, commercial, industrial and institutional uses

General Review of Road Safety (7)

Since the Iowa Great River Road is managed by multiple jurisdictions comprehensive safety records and reports are difficult to gather. Major portions of the route are managed by the Iowa Department of Transportation and no unusual traffic or safety conditions are reported that would affect Great River Road travelers.



Bluffland view over the Mississippi River



VISION, GOALS AND OBJECTIVES

The overall vision for the Iowa Great River Road Scenic Byway is:

The Iowa Great River Road Scenic Byway presents opportunities for protecting and promoting the scenic, natural, historic, archeological, cultural and recreational resources of the Mississippi River so that the quality of life enjoyed by Iowans and all Midwesterners can be sustained and a unique destination can be provided for travelers from across the world.

A mission of the Iowa Mississippi River Parkway Commission is to work with all stakeholders to ultimately achieve this vision. Goals that the Iowa Mississippi River Parkway Commission intend to achieve include:

- Continue the identification, documentation and protection of the intrinsic resources of the Great River Road.
- Expand the local citizen awareness of the resources and importance of the Great River Road in Iowa and the adjoining states.
- Provide new travel experiences through effective interpretation and promotion of the Great River Road.
- Increase information services to residents and organizations along the Great River Road.
- Identify economic development opportunities based on the sensitive use of the Road's intrinsic resources.
- Sustain existing alliances with other organizations that are interested in the future of the Great River Road and develop new partnerships where needed.
- Identify volunteer opportunities for individuals and organizations.

A central theme for interpreting the Iowa Great River Road will be based on the following:

People, communities, the nation and the world are sustained by the history, the nature and the society of the Mississippi River.



INTRINSIC QUALITIES

Overview Assessment of Intrinsic Qualities (2)

The National Scenic Byways program provides an effective means of categorizing the many resources of the Great River Road. Six intrinsic qualities—scenic, historic, recreational, cultural, natural and archaeological—are qualities used to describe a byway's special sense of place. These qualities are used by the Federal Highway Administration to designate National Scenic Byways--a least one quality must be evident for national designation. In short, intrinsic qualities are considered representative, unique, irreplaceable, or distinctly characteristic of the byway's corridor.

The Iowa Great River Road possesses features representing the six intrinsic qualities. The following types of resources appear to make the strongest contribution to creating the unique appeal of the Iowa Great River Road.



Morning view over Lock and Dam 11 and the Mississippi River from Eagle Point Park, Dubuque, Iowa

Scenic: The heightened visual experience derived from the view of natural and manmade elements of the visual environment of the scenic byway corridor. The characteristics of the landscape are strikingly distinct and offer a pleasing and most memorable visual experience.

- The Mississippi River itself
- Dramatic bluff land views and vistas
- Rock outcroppings
- Agricultural fields, farmsteads
- Distinctive architecture
- Small town main streets
- Vegetation of the fall and spring seasons
- Upland and floodplain forests
- Wetlands and backwaters
- Diverse topography
- Narrow channel and wide channel diversity



Historic: Encompassing legacies of the past that are distinctly associated with physical elements of the landscape, whether natural or manmade, that are of such historic significance that they educate the viewer and stir an appreciation for the past.

- National Register Historic Districts
- National Register Historic sites
- National River Museum, Dubuque
- Locks and Dams
- Site historical sites
- Historic cemeteries
- County historical museums
- Private historic sites

Recreational: Outdoor recreational activities directly associated with and dependent upon the natural and cultural elements of the corridor's landscape. The recreational activities provide opportunities for active and passive recreational experiences.

- Water-based recreation opportunities for boating, fishing, hunting
- Protected wildlife management properties, state preserves
- State, county and city parks
- Nature centers
- Many types of hiking and bicycling trails
- Primitive and modern campgrounds
- Wildlife viewing
- Antique and art shopping
- Performing arts and cultural events
- Evening entertainment, casinos
- Art museums



Countryside view in rural Clayton County, Iowa on the Great River Road near the Mississippi River

Archeological: Those characteristics of the scenic byway corridor that are visible, physical evidence of historic or prehistoric human life or activities and are capable of being inventoried and interpreted.

- Effigy Mounds National Monument
- Toolesboro Indian Mounds National Historic Landmark
- Museums
- Burial settlement sites
- Interpretative programs

Natural: Those features in the visual environment that are in a relatively undisturbed state.



- Geology, landforms and river hydrology
- Upper Mississippi Wildlife Refuge
- Protected wildlife management properties, state preserves
- State, county and city parks
- Mississippi River tributary crossings
- Nature centers
- Caves and natural springs
- Interpretation programs and watchable wildlife programs and opportunities
- Bald eagles

Cultural: Evidence and expressions of the customs or traditions of a distinct group of people. Examples include tribal ceremonies, unique seasonal festivals, and Amish farming.

- Various ethnic and community festivals and events

The Great River Road Scenic Byway includes fine examples of each of the six intrinsic resources many of which have national importance. Various tables pertaining the intrinsic resources of the Great River Road are presented in the Appendix.

Strategies for Maintaining and Enhancing Intrinsic Qualities (3) (5)

The Iowa Mississippi River Parkway Commission is committed to maintaining and enhancing the intrinsic qualities of the Great River Road. The Commission recognizes that its strategy for achieving this commitment includes:

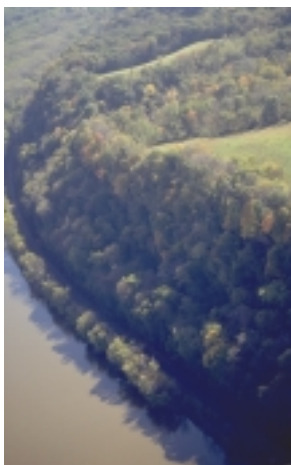
- Building Awareness
- Effective Communication
- Encouraging appropriate Actions by private individuals, non-profit private organizations and all levels of government
- Recognizing examples of successful maintenance and enhancement of intrinsic qualities

The Iowa Natural Heritage Foundation is an example of highly effective efforts by a non-profit organization to work with landowners for the protection of intrinsic resources. Programs such as the *Blufflands Alliance* will continue to be important means for protecting the natural and cultural resources of the Iowa Great River Road Scenic Byway corridor.



VISITOR EXPERIENCE PLANNING

Interpretation Opportunities (14)



Steep limestone bluff at
Mississippi River's edge

A number of organizations provide interpretation programs for the Great River Road and the Mississippi River. These range from static exhibits to dynamic and interactive programs.

Effective interpretation of the Great River Road is one of its greatest opportunities and needs. Providing interpretation will be the responsibility of many organizations and the Commission will encourage and support efforts to enhance the visitor experience in the following areas:

- Development of interpretive master plans for the sites and regions
- Establishing measurable learning, behavior and emotion objectives based on the overriding themes and sub-themes of the Great River Road and the Mississippi River
- Coordinating efforts among interpretation providers to reduce duplication
- Canvassing programs to assure that the majority of the visitor segments are addressed
- Using up-to-date media
- Providing accountable measures of success in reaching targeted audiences

Design Standards (13)

While no major improvements or re-alignment of the route are foreseeable, the Iowa Mississippi River Parkway Commission is available to assist the IDOT and local transportation agencies with assuring that improvement projects are designed and implemented in ways that are sensitive to the intrinsic qualities of



the roadway and its corridor. Emphasis would be placed on using flexible design standards for improvements as established by the Federal Highway Administration. Likewise, the Commission supports private parties using technical assistance to assure that land developments are planned, constructed and maintained in ways that are supportive of the intrinsic qualities.

Sign Plan (11)

Presently, uniform Great River Road pilot wheel logo signs are posted along the entire length of the Iowa Great River Road to identify the designated route. The signs are maintained by the various jurisdictions having management and maintenance control for the roadway and its right of way. Since many travelers rely on this logo and have become accustomed to this type of installation, under national designation the pilot wheel logo would be continued.

Periodically, IDOT staff reviews the route to determine that traffic signing is maintained and effective. The Manual of Uniform Traffic Control Devices would control the addition of any new signs in the right of way in the future.

Outdoor Advertising Control Compliance (10)

Historically, the importance of reducing visual intrusions along the Great River Road has been recognized. Planning studies that have historically served as a basis for Great River Road improvements emphasize the need to control and regulate billboards. The route segments of the primary system are in compliance with Highway Beautification Act and applicable state law. A number of local jurisdictions and counties have existing signage and billboard policies that restrict the installation and maintenance of outdoor advertising. Assistance is available to all interested communities along the corridor for improving their signage policies. Public agencies and private conservation organizations have acquired scenic and conservation easements in a number of locations along the corridor and additional easements will continue to be acquired.

The Commission will work to ensure that the character and quality of the Iowa Great River Road are maintained and enhanced. The Commission will



continue efforts to educate potential advertisers of the vision and goals of the byway and encourage alternative advertising media.

Marketing, Promotion and Public Relations (12)

The Iowa Great River Road and its varied intrinsic qualities are currently being publicized and promoted by the Iowa Mississippi River Parkway Commission, other tourism development organizations and private businesses. Primary targeted market segments for the Great River Road include:

- Local residents who are looking for something different to do close to home
- Local residents who are hosting friends and relatives
- Business that are recruiting new employees
- Schools that are developing curriculums for local study
- History buffs
- Nature seekers
- Business and leisure travelers as developed by conventions and visitor bureaus along the Mississippi River
- Leisure travelers from Iowa as developed by

Eastern Iowa Tourism and Iowa Division of Tourism

- Leisure travelers from the Midwest as developed by Eastern Iowa Tourism and Iowa Division of Tourism
- International markets develop by the national Mississippi River Parkway Commission and the *Mississippi River Country* program.



The Great River Road parallels the Mississippi River, a railroad corridor and limestone bluffs

Cross marketing with other attractions and events has been successful and will be expanded in the future.

Some of the major accomplishments in developing the market for the Iowa Great River Road include:

- Installation of Great River Road logo signs along the route
- Development and distribution of full-color brochures emphasizing the intrinsic qualities of the Great River Road
- Development of volunteer service opportunities along the Byway
- Publication of major articles in national publications
- Highlighted in visitor guides for the State of Iowa and numerous local convention and visitor bureaus of Mississippi River communities



- Numerous cross-promotion with other events and attractions
- Feature of the *River of Song*
- Designation as an Iowa State Scenic Byway
- Featured on the cover of the 2000 official Iowa Visitor Guide, Division of Tourism

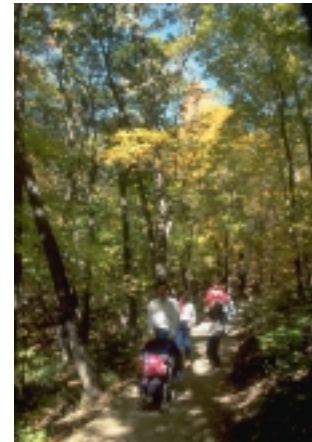
Future market development actions will likely include:

- Emphasis on increasing local awareness of the travel and leisure opportunities associated with the Great River Road and the Mississippi River
- Development of a web page
- Orientation of business managers to the advantages of associating with the Great River Road Scenic Byway
- Joint ventures with private vendors for providing appropriate products and services
- Expand cross-marketing with the national Mississippi Parkway Commission
- Successful nomination and designation as a National Scenic Byway

In addition to current and planned promotional activities mentioned elsewhere in this manual, upon being designated as a National Scenic Byway, the Iowa Mississippi River Parkway Commission would:

- Coordinate with the FHWA National Scenic Byway Program to assure an effective approach for promoting the Great River Road is implemented
- Coordinate promotion and market development efforts with companion states that have secured National Scenic Byway status for the Great River Road
- Seek to secure cooperative agreements with the Iowa Division of Tourism and the local convention and visitor bureaus to target effective public relations and promotion of the Great River Road National Scenic Byway
- Assure that information requests will be promptly fulfilled
- Prepare additional trip planning information packets for group tour operators
- Continue to seek national exposure of the Great River Road and the importance of

scenic byways in general through national publication, periodicals and books



Hiking trails at Effigy Mounds
National Landmark



Tourism - Commerce Development Strategies (8)

It is anticipated that tourism travel associated with designating the Great River Road a National Scenic Byway will increase moderately. Since there are a wide variety of intrinsic qualities associated with the Great River Road and that much of today's leisure travel is "shared-destination or multi-purpose"—members of single travel party having different primary destinations—it is difficult to reliably forecast what could be expected in actual or real terms. What can be done is to establish a benchmark by measuring indicators of current tourism activity related to the Great River Road National Scenic Byway Corridor and then re-measure the same indicators in the future following the implementation of certain promotion strategies which should determine the net change.

Major Mississippi cruise boats make day stops at a number of the Iowa ports and associated coach tours bring a substantial number of visitors to many portions of the Iowa Great River Road each year.

Interstate 80 and a number of major east-west US highways intersect with the Great River Road. The majority of the route accommodates all types of traffic and in numerous locations, particularly in towns and cities, accommodations are provided for bicyclists and pedestrians. No portion of the Iowa Great River Road is separated from user services (fuel stations, food services, public restrooms, public telephones, lodging and shopping) by more than 5 miles. A wide variety of local printed material pertaining to the intrinsic resources of the Byway is available through a number of public and commercial outlets.



COMMUNITY INVOLVEMENT

Public Participation Strategies (6)

The foundation for on-going public participation in the Iowa Great River Road and its Corridor Management Plan is the fact that the Iowa Mississippi River Parkway Commission is a standing commission established by the Iowa Code. The Governor of the State of Iowa appoints the members to terms of service on the Commission. Each of the ten Mississippi River counties in Iowa has a representative on the Commission and these individuals provide direct contact with local interest groups and individual citizens. The Commission meets quarterly in open public meetings. Commissioners regularly attend meetings of county boards of supervisors and are available at all times to receive public



Historic downtown Dubuque and the Dubuque County Court House.

input and comment. Additionally, various State of Iowa departments are represented on the Commission including Transportation, Economic Development, Natural Resources and Cultural Affairs. Announcements of Commission meetings and distribution of minutes is made throughout eastern Iowa.

The Commission sponsors a number of public events designed to increase awareness of the Great River Road, issues related to the Mississippi River and participation in its opportunities. The "Mississippi Ramble", a tour of vintage automobiles along the entire 10-state length of the Great River Road is a recent activity co-sponsored by the Iowa Mississippi River Parkway Commission. The "*River of Song*" program is another example of public awareness programs sponsored by the Commission. The entire Iowa shoreline of the Mississippi River became the setting for a canoe tour involving thousands of participants as a major event of the Iowa Sesquicentennial celebration in 1996.

The Commission actively encourages the participation of communities, organizations and individuals in the implementation of the Corridor Management Plan and recognizes that ongoing success of the Great River Road Scenic Byway will be dependent on the continuation and expansion of public participation. Sustaining existing partnerships and building new alliances will be an important key to success. Creating volunteer opportunities for a variety of organizations will be equally essential.



AREAS OF RESPONSIBILITY

Responsibility Strategies and Schedule (4)

The scope of responsibilities for effectively managing the Iowa Great River Road is understandably broad and expansive. Many issues and opportunities exist and will emerge in the future. Consequently, responsibilities for the Great River Road are spread among a variety of agencies and organizations.

The role of the Iowa Mississippi River Parkway Commission will focus on facilitating greater awareness and support for the importance and opportunities of the Great River Road. Each member of the Commission can serve as a communication link to other stakeholder organizations and agencies. The Commission will serve an important role of advising local units of government and state agencies about current needs and opportunities for protecting intrinsic resources and enhancing visitor experiences. Designation of the Great River Road as a National Scenic Byway will afford the Commission the opportunity and new resources to continue and expand the effectiveness it has provided during the past 5 decades.

Roadway maintenance, safety, and improvements responsibilities will continue to rest with the Iowa Department of Transportation, counties and municipalities.

Promotion activities will be shared by the various organizations including the Iowa Division of Tourism, Eastern Iowa Tourism, and numerous conventions and visitor bureaus along the Great River Road. The Mississippi River Country will continue to expand to include more emphasis on scenic driving opportunities of the Great River Road. Efforts will be undertaken to sustain the unity of messages provided by these various organizations.

Interpretation of themes and resources will likewise be spread among many organizations that now provide public programs for interpreting the natural and cultural qualities of the Great River Road and the Mississippi River.

Depending on the type and location of intrinsic resource, protection and enhancement activities are shared among a variety of governmental agencies, private organizations and individual property owners.



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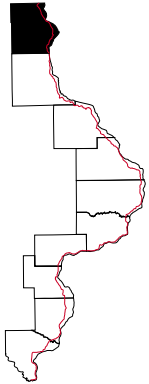
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MAP LEGEND



Mt. Hosmer City Park, Lansing

Lansing, Iowa

Mississippi River Flyway

Mississippi River Backwaters

Yellow River Forest State Recreation Area / Paint Rock

Upper Mississippi River National Wildlife and Fish Refuge

ALLAMAKEE COUNTY

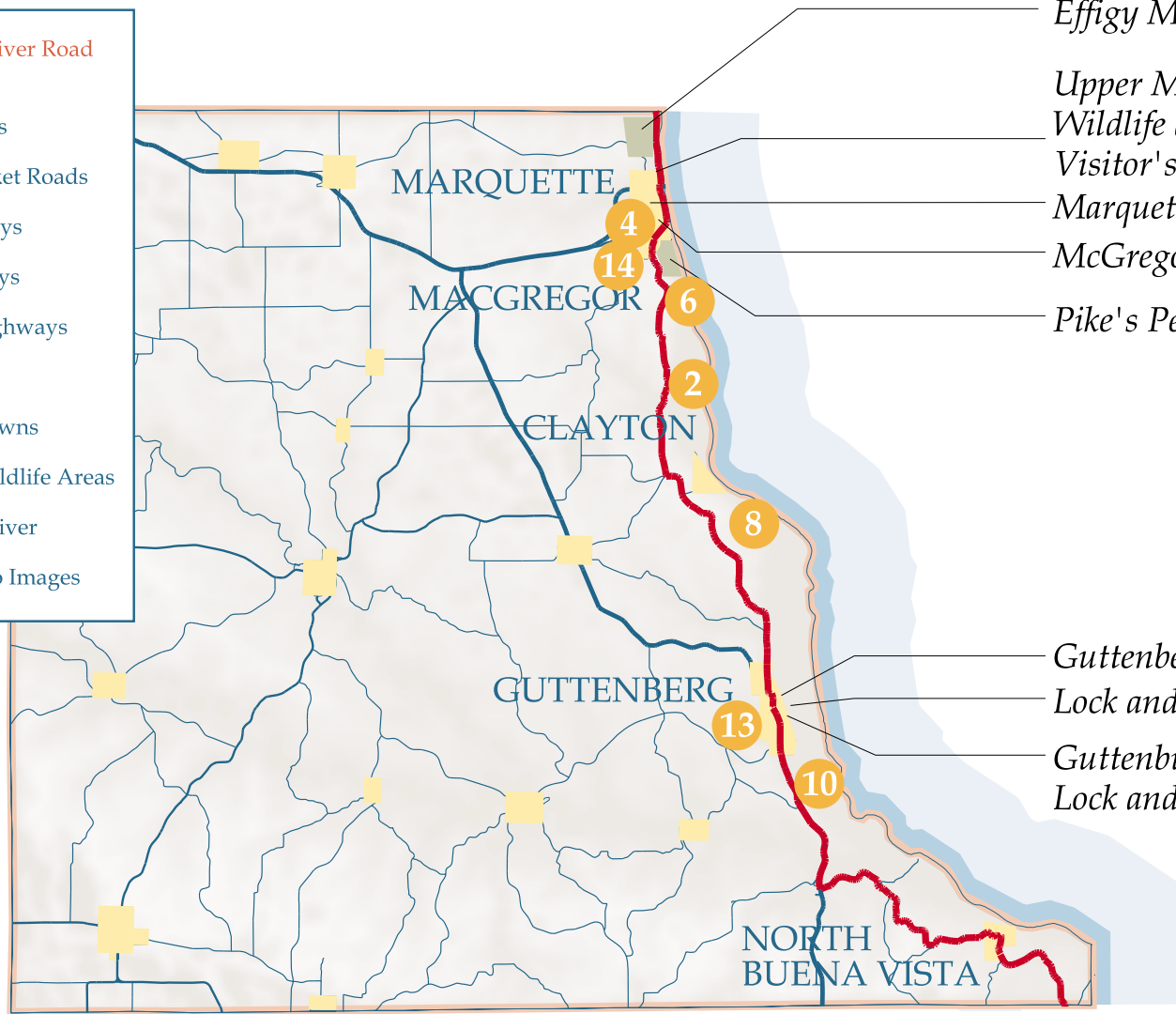
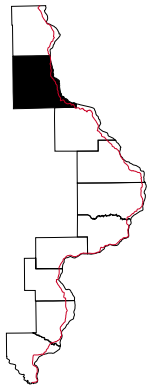
Iowa Great River Road



JANUARY 2000

Information compiled by Shive-Hattery, Inc. using data and mapping provided by the Iowa Department of Transportation

MAP LEGEND



Effigy Mounds

Upper Mississippi River National Wildlife and Fish Refuge

Visitor's Center

Marquette, Iowa

McGregor, Iowa

Pike's Peak State Park

Guttenberg, Iowa

Lock and Dam 10, Guttenberg

Guttenberg Welcome Center, Lock and Dam 10 and Riverview Park

CLAYTON COUNTY

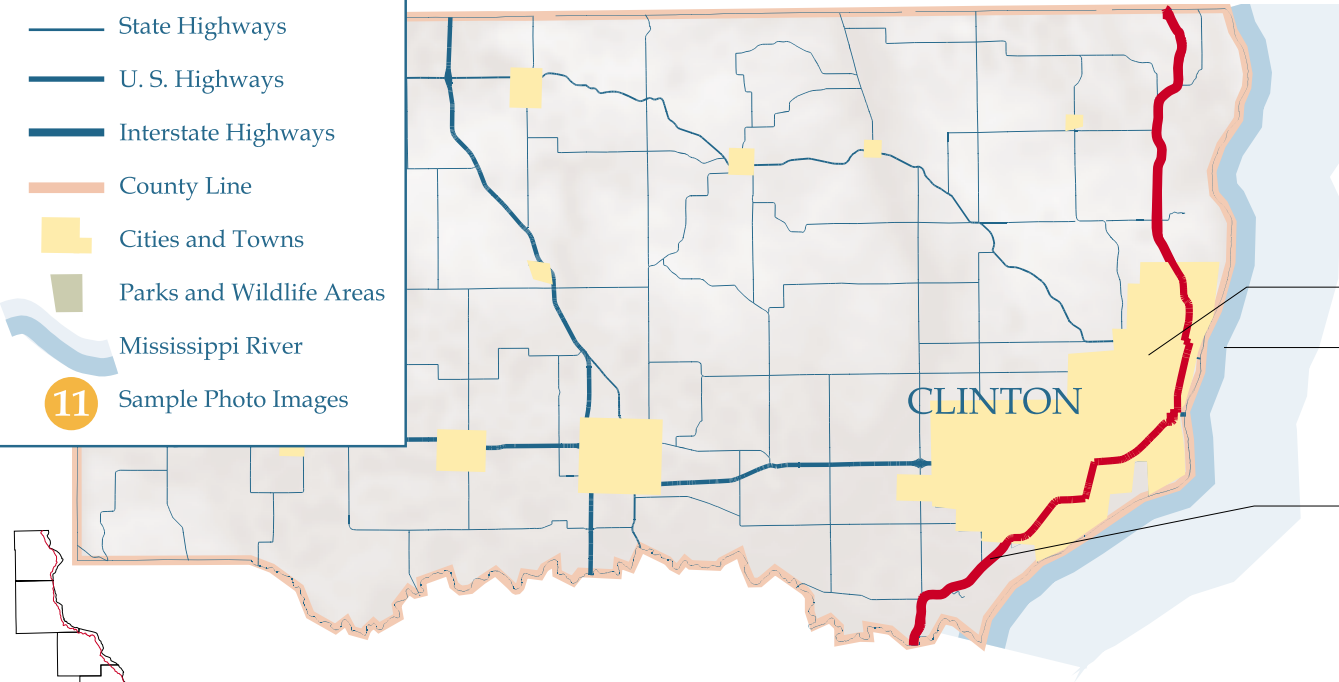
Iowa Great River Road



JANUARY 2000

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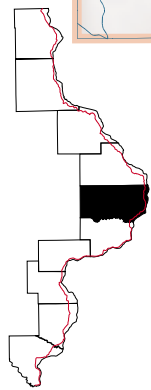
MAP LEGEND



Clinton, Iowa

Lock and Dam 13 across the river from Clinton in Fullton, Illinois

Drive from Clinton to Comanche



CLINTON COUNTY

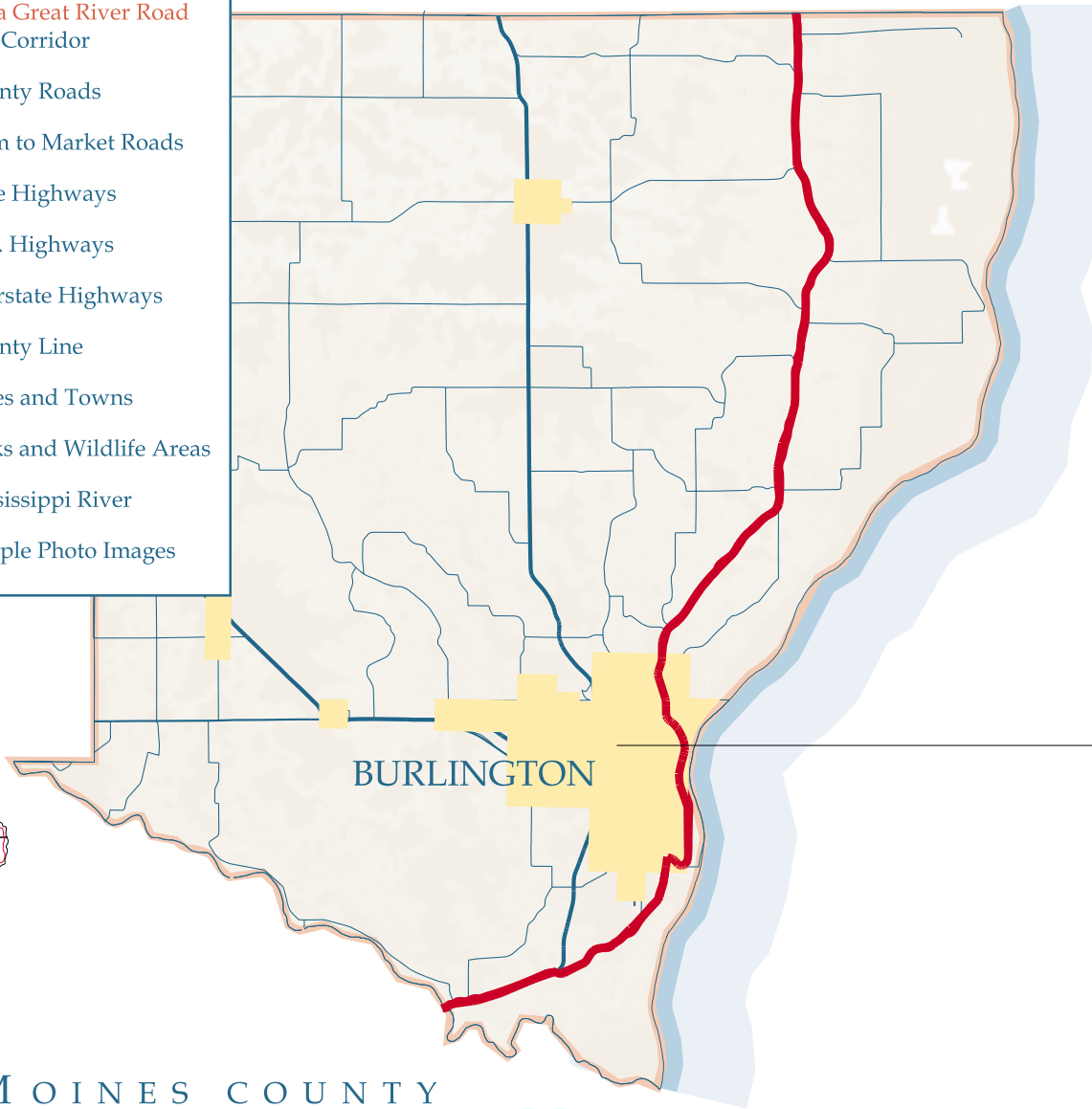
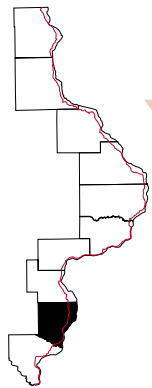
Iowa Great River Road



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MAP LEGEND



BURLINGTON

Burlington, Iowa
Snake Alley, Burlington
Starr's Cave Nature Center
and Preserve

DES MOINES COUNTY

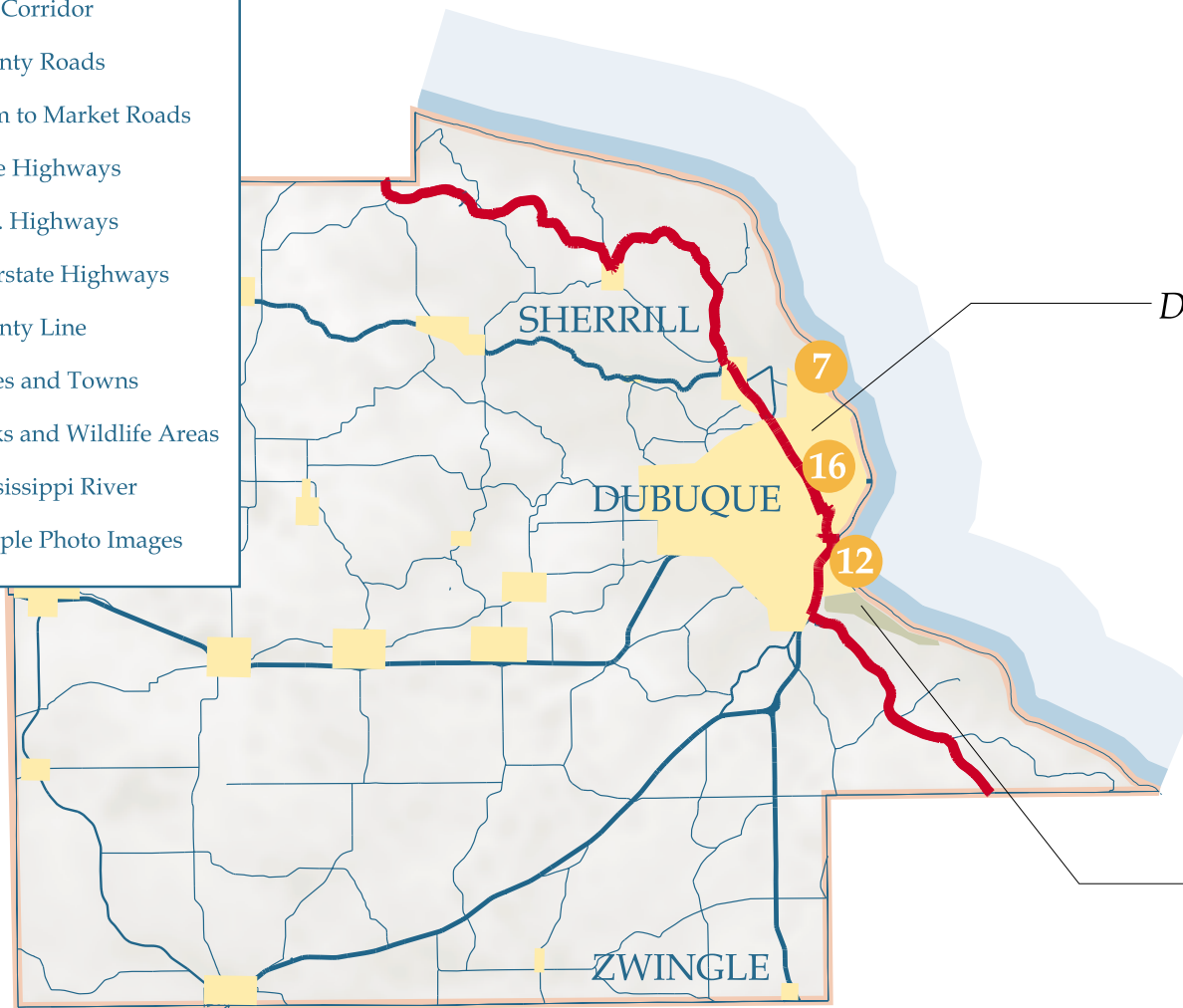
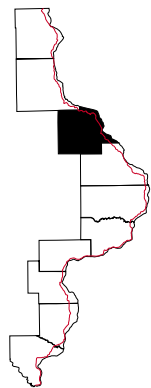
Iowa Great River Road



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MAP LEGEND



Dubuque, Iowa

Julien Dubuque
First white settler in Iowa
Fenelon Square Elevator
County Courthouse and
Old Jail Gallery
Dubuque Welcome Center
Mississippi River Museum
Eagle Point Park
Lock and Dam 11

Mines of Spain
State Recreation Area /
E. B. Lyons Nature Center

DUBUQUE COUNTY

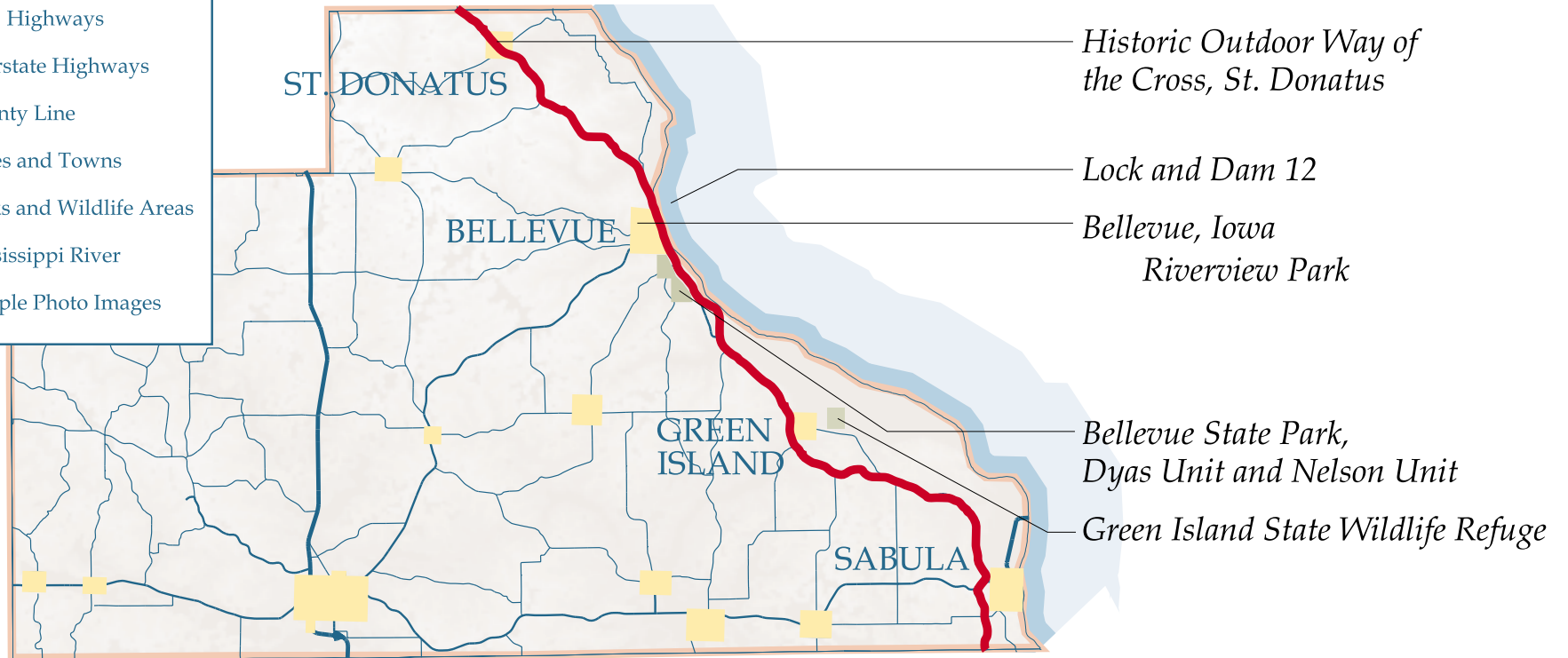
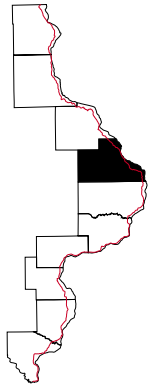
Iowa Great River Road



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MAP LEGEND



JACKSON COUNTY

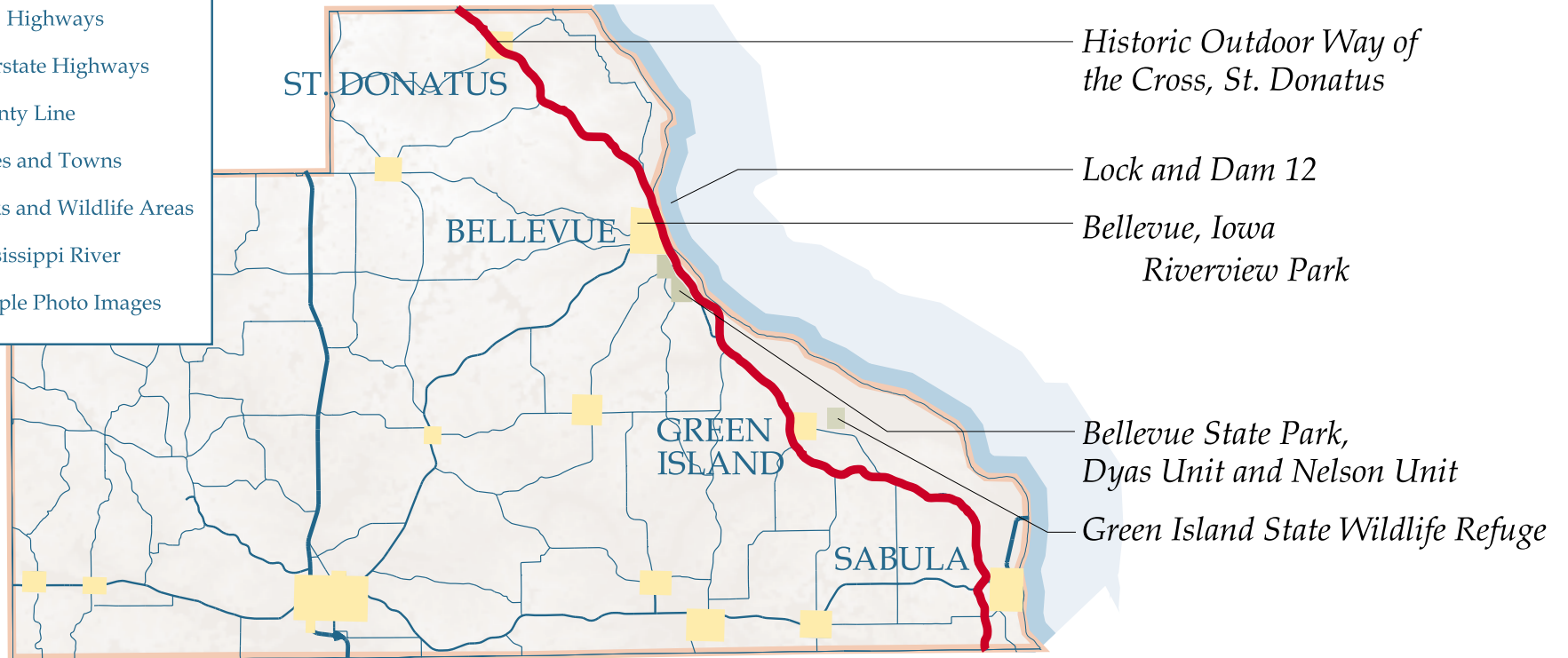
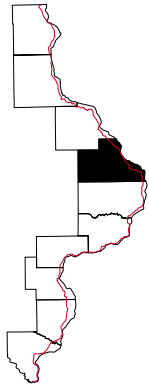
Iowa Great River Road



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MAP LEGEND



JACKSON COUNTY

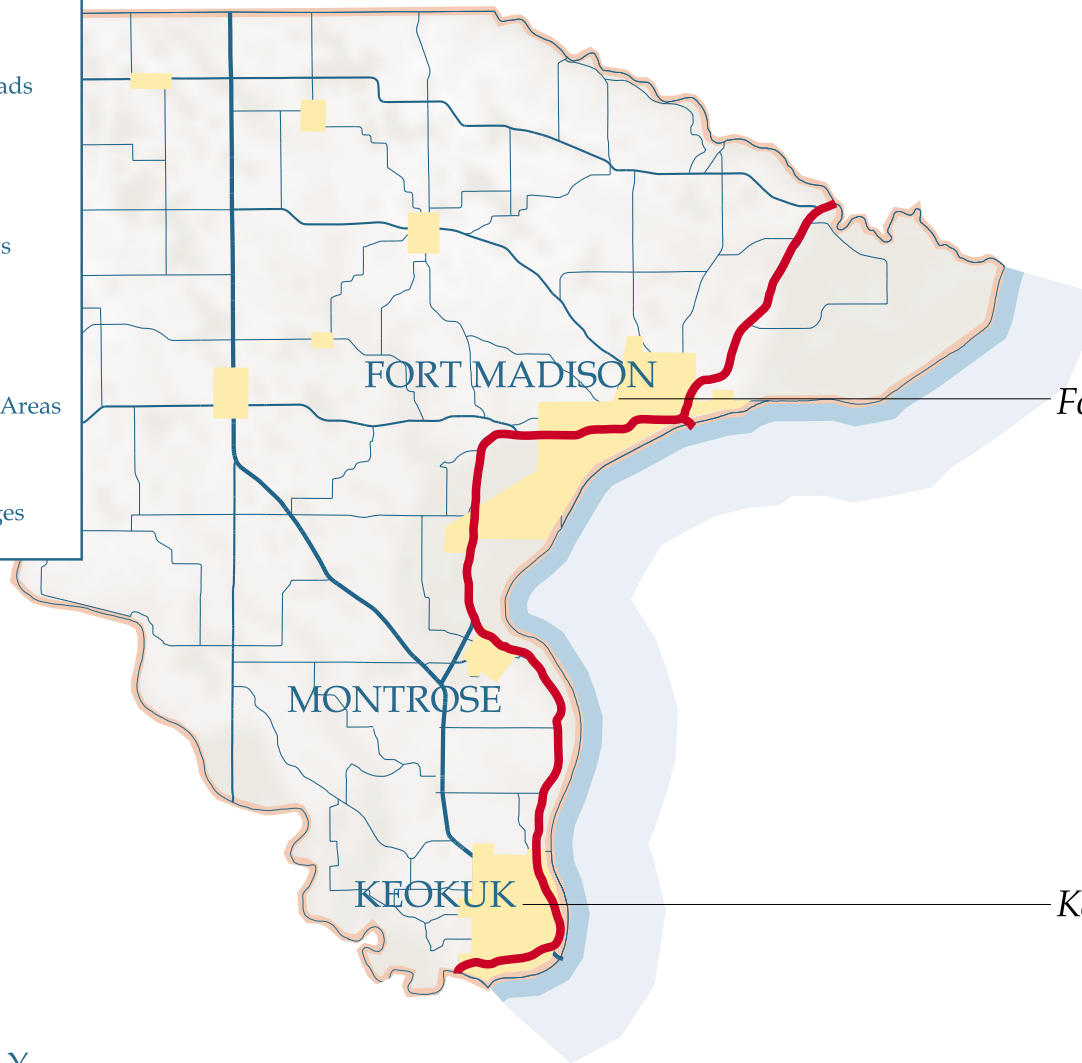
Iowa Great River Road



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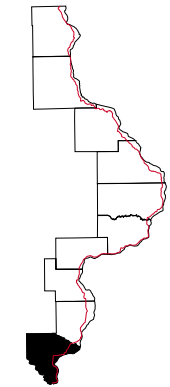


Fort Madison, Iowa

Keokuk, Iowa

Lock and Dam 19

One of the largest wintering populations of bald eagles on the Mississippi



LEE COUNTY

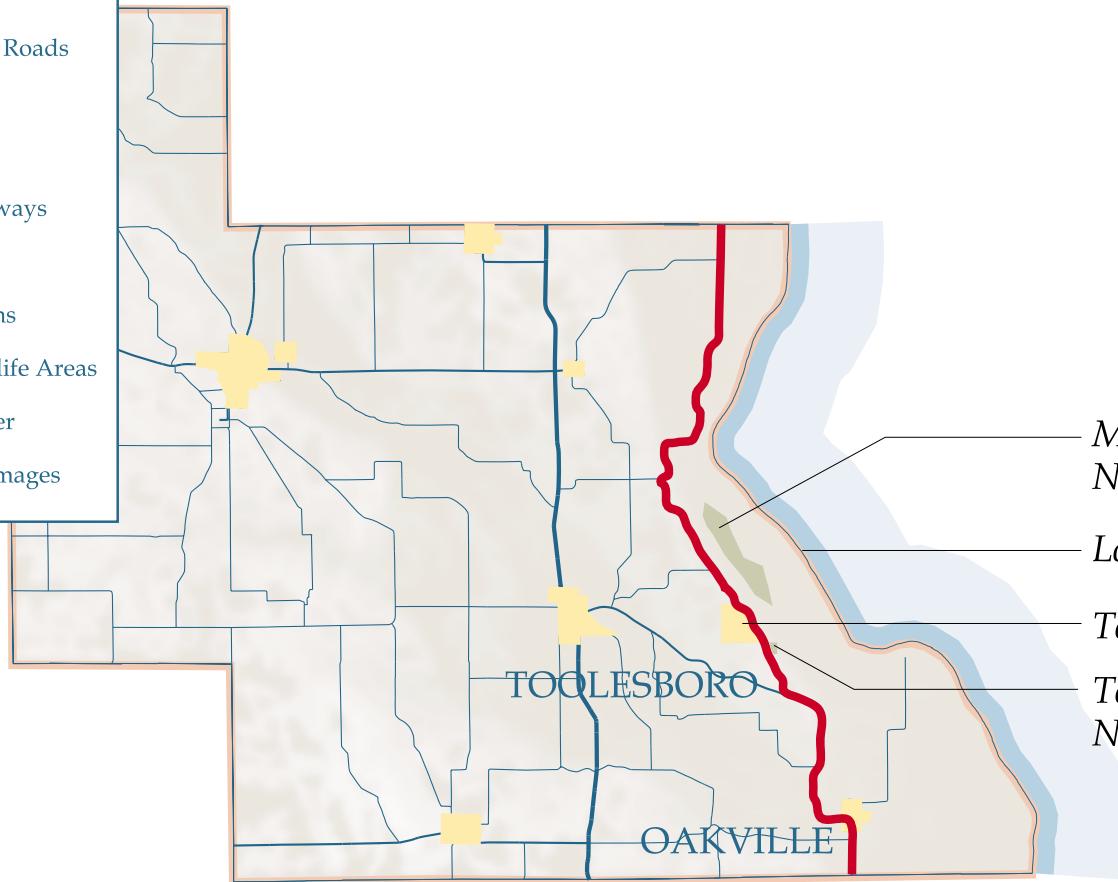
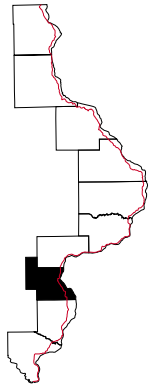
Iowa Great River Road



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MAP LEGEND



*Mark Twain
National Wildlife Refuge*

Lock and Dam 17

Toolesboro, Iowa

*Toolesboro Indian Mounds
National Historic Landmark*

LOUISA COUNTY

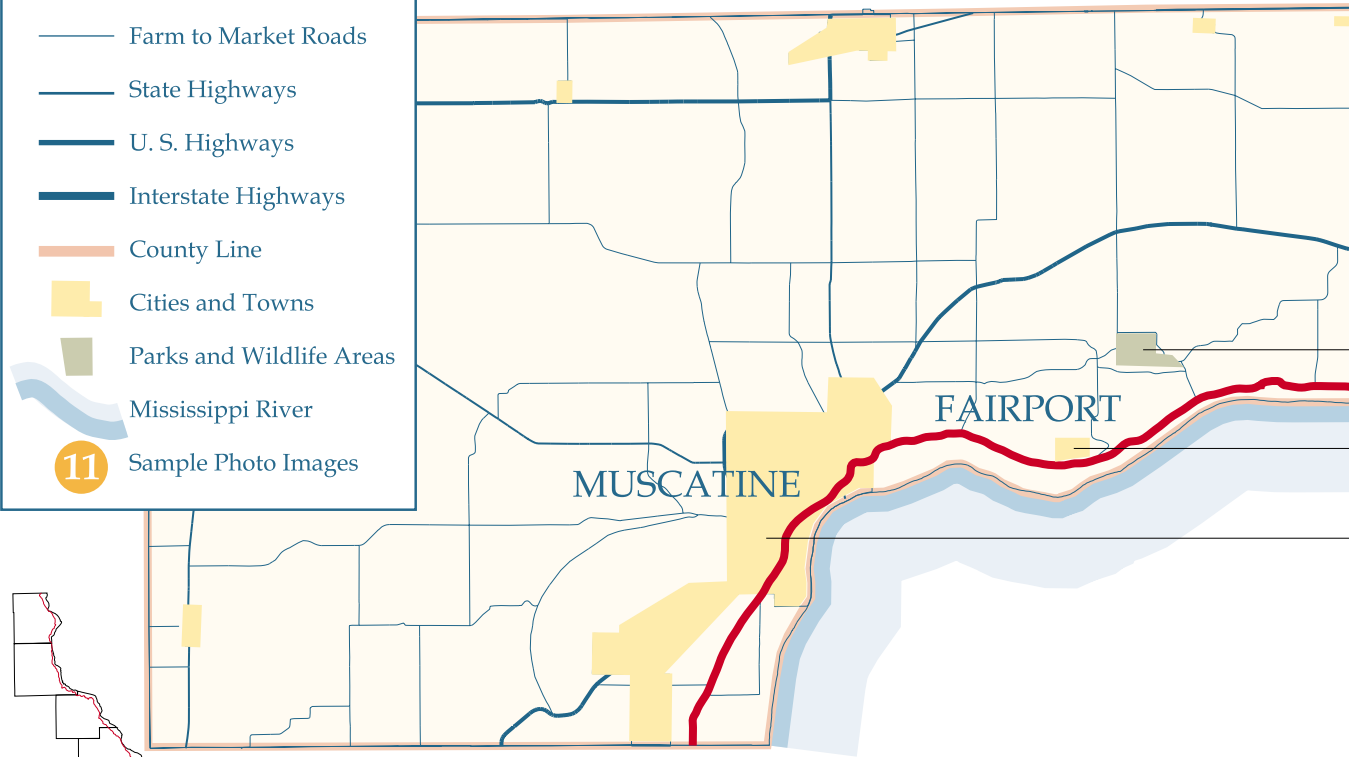
Iowa Great River Road



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MAP LEGEND



Wildcat's Den State Park

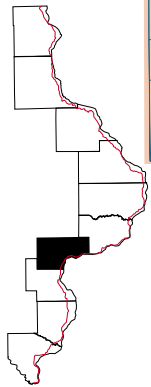
Fairport, Iowa

Muscatine, Iowa

Mark Twain Overlook

Pearl Button Museum

Lock and Dam 16



MUSCATINE COUNTY

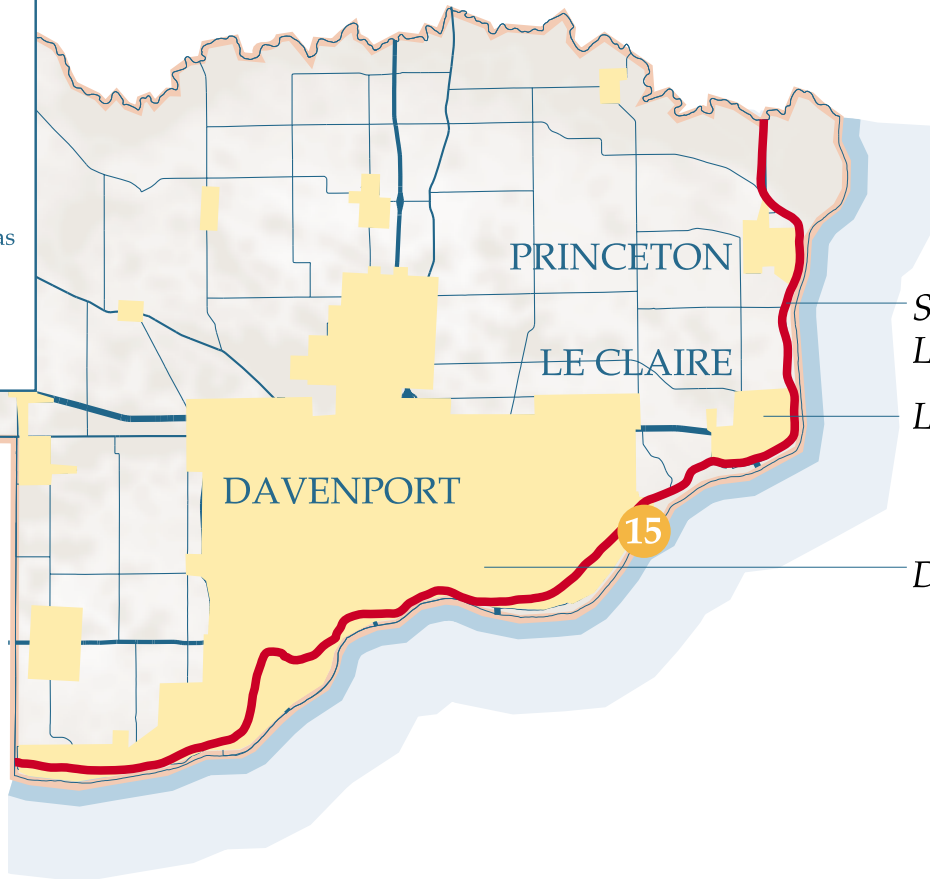
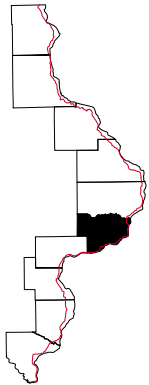
Iowa Great River Road



JANUARY 2000

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MAP LEGEND



Scenic Drive from Princeton to Le Claire

Le Claire, Iowa

Lock and Dam 14

Davenport / Bettendorf, Iowa

*Lock and Dam 15,
Army Corps of Engineers
Visitor Center*

Scott County Park

SCOTT COUNTY

Iowa Great River Road



JANUARY 2000

Information compiled by Shive-Hattery, Inc. using data and mapping provided by the Iowa Department of Transportation

Corridor Management Plan
Iowa Great River Road

Route Segments

County	Route	Start	Finish	Mi.	Type	Mi./Co.
Lee	US 61	Missouri State Line	E. Jct. US 136	0.52	State/City	
Lee	US 136	E. Jct. US 61	X28	2.55	State/City	
Lee	X28	US 136	NCL Keokuk	3.31	City	
Lee	X28	NCL Keokuk	SCL Montrose	6.95	County	
Lee	Cherry St	SCL Montrose	Elm St	0.83	City	
Lee	Elm St	Cherry St	Water St	0.06	City	
Lee	Water St	Elm St	Pine St	0.14	City	
Lee	Pine St	Water St	First St	0.06	City	
Lee	First St	Pine St	NCL Montrose	0.36	City	
Lee	IA 924	NCL Montrose	US 61	0.66	State	
Lee	US 61	IA 924	Des Moines County	20.88	State	
County total						36.3200
Des Moines	US 61	Lee County	X62	2.86	State	
Des Moines	X62	US 61	SCL Burlington	4.02	County	
Des Moines	Madison Ave	SCL Burlington	Main Dr	0.25	City	
Des Moines	S Main St	Madison Ave	N Main St	2.37	City	
Des Moines	N Main St	S. Main St	IA 99	0.69	City	
Des Moines	IA 99	N Main St	Louisa County	19.82	State/City	
						30.0100
Louisa	IA 99	Des Moines County	X61	6.63	State	
Louisa	X61	IA 99	Muscatine Co	15.57	County	
						22.2000
Muscatine	X61	Louisa County	SCL Muscatine	4.42	County	
Muscatine	Stewart Rd	SCL Muscatine	Oregon St	0.77	City	
Muscatine	Oregon St	Stewart Rd	IA 92	0.27	City	
Muscatine	IA 92	Oregon St	IA 38	2.34	State/City	
Muscatine	IA 38	IA 92	S Jct IA 22	0.71	State/City	
Muscatine	IA 22	S Jct IA 38	Scott County	13.61	State/City	
						22.1200
Scott	IA 22	Muscatine County	US 67	9.49	State/City	
Scott	US 67	IA 22	Clinton County	29.25	State/City	
						38.7400
Clinton	US 67	Scott County	Jackson County	28.1	State/City	
						28.1000
Jackson	US 67	Clinton County	US 52	2.9	State	
Jackson	US 52	US 67	Dubuque Co	32.41	State/City	
						35.3100

Corridor Management Plan
Iowa Great River Road

Route Segments

Dubuque	US 52	Jackson County	C9Y	18.56	State/City
Dubuque	C9Y	US 52	Mud Lake Rd	0.15	County
Dubuque	Mud Lake Rd	C9Y	Spechts Ferry Rd	2.18	County
Dubuque	Spechts Ferry Rd	Mud Lake Rd	Circle Ridge Rd	1.44	County
Dubuque	Circle Ridge Rd	Spechts Ferry Rd	Balltown Rd	3.34	County
Dubuque	Balltown Rd	Circle Ridge Rd	Ridge Rd	6.31	County/City
Dubuque	Ridge Rd	Balltown Rd	N. Buena Vista Rd	1.8	County
Dubuque	N. Buena Vista Rd	Ridge Rd	Clayton County	0.77	County

34.5500

Clayton	C9Y	Dubuque County	US 52	12.73	County
Clayton	US 52	C9Y	N 6th St Guttenberg	6.64	County/City
Clayton	N 6th St	US 52	Washington St	0.18	City
Clayton	Washington St	N 6th St	N 5th St	0.04	City
Clayton	N 5th St	Washington St	Kosciusko St	0.43	City
Clayton	Kosciusko St	N 5th St	N Bluff St	0.23	City
Clayton	N Bluff St	Kosciusko St	NCL Guttenberg	0.8	City
Clayton	X56	NCL Guttenberg	IA 340	15.04	County
Clayton	IA 340	X56	IA 76	1.81	State
Clayton	IA 76	IA 340	Allamakee County	4.57	State/City

42.4700

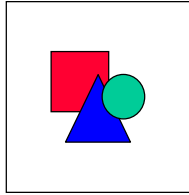
Allamakee	IA 76	Clayton County	IA 364	4.01	State
Allamakee	IA 364	IA 76	Rhomberg Ave in Harpers Fe	6.14	State
Allamakee	Rhomberg Ave	IA 364	Chestnut St	0.18	City
Allamakee	Chestnut St	Rhomberg Ave	First St	0.32	
Allamakee	First St	Chestnut	NCL Harpers Ferry	0.7	City
Allamakee	X52	NCL Harpers Ferry	SCL Lansing	12.55	County
Allamakee	Great River Road	SCL Lansing	IA 9	0.85	City
Allamakee	IA 9	Great River Road	IA 26	0.37	State/City
Allamakee	IA 26	IA 9	Minnesota State Line	11.24	State/City

36.3600

Totals

326.18

326.1800



ALLAMAKEE COUNTY

Mt. Hosmer City Park, Lansing

This city park sits on top of a 400-foot high bluff with five different scenic overlooks from which three states (IA, WI, MN) and a great area of the Mississippi River and its backwaters can be seen.

Mississippi River backwaters

The Mississippi backwater areas are a maze of sloughs, islands, and marshes near Harper's Ferry, making it a true Mississippi Bayou. Most are named for adventures, discoveries, or natural occurrences, including Pigeon Slough, whose shores used to be white with Passenger Pigeon eggs each spring.

Yellow River Forest State Recreation Area/ Paint Rock

This 8,000-acre forest contains some of Iowa's greatest terrain, with high scenic bluffs and cold water streams. The Iowa Department of Natural Resources harvests the Yellow River Forest timber for use all over the state. The Paint Rock unit of the forest houses most recreation opportunities, including, camping, canoeing, snowmobiles, hunting and fishing, and hiking and equestrian trails.

Upper Mississippi River National Wildlife and Fish Refuge

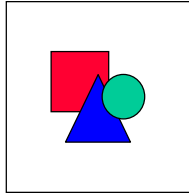
The Mississippi River is the nation's oldest, longest, and most popular wildlife refuge containing over 200,000 acres of wooded islands, marshes, and waterways. There are many recreation opportunities along this refuge, including bird watching, environmental education, camping, and hunting and fishing in designated portions of the refuge.

Mississippi River Flyway

The Mississippi River Refuge protects the Mississippi River Flyway, a natural and important north-south migration route for hundreds of different species of birds and waterfowl.

Lansing, Iowa

Home of Mt. Hosmer Park with a panoramic view of the river. Also of interest, Fish Farm Mound, an Indian burial site and the nearby "Our Lady of the Wayside" shrine.



CLAYTON COUNTY

Guttenberg Welcome Center, Lock and Dam 10 and Riverview Park

The Guttenberg Welcome Center, sitting along Guttenberg's historic riverfront, offers visitors town and river history as well as introduces them to the many places to visit in town. The center overlooks Lock and Dam 10 and Riverview Park. The observation deck on the dam offers a great view of the river, while the mile long levee walk in the park adds recreation to the beautiful views.

Upper Mississippi River National Wildlife and Fish Refuge Visitor's Center

The Mississippi River Visitor's Center shows visitors how important the Mississippi River was in past industry, and how the steamboat helped that industry grow. It also tells the importance of the lock and dam system that spreads the length of the Mississippi River.

Pike's Peak State Park

This park boasts one of Iowa's most spectacular views across the Mississippi River on the highest bluff along the river. Named for Zebulon Pike who was sent in 1805 to scout placement of military posts along the Mississippi River. A fort was never built on this land, and it went into private ownership. Since settlers were not able to build on this property, the peak remains as Pike saw it 200 years ago.

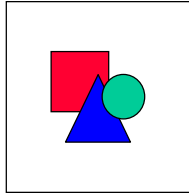
Effigy Mounds

Prehistoric mounds are common from the plains of the Midwest to the Atlantic seaboard, but only in this general area were they constructed in an effigy outline of mammals, birds, or reptiles. The Monument contains 1,481 acres with 200 mounds, of which 29 are effigies, the others are conical, linear and compound. Eastern Woodland Indian culture built these mounds from about 500 BC to 1300 AD. Natural features in the monument include forests, tallgrass prairies, wetlands and rivers.

Lock and Dam 10, Guttenberg

Marquette, Iowa

Effigy Mounds National Monument has within its 2-square mile area 191 known prehistoric mounds preserved. The Visitor Center includes displays of local



Woodland and Mississippian cultures, artifacts, and a herbarium. Riverboat casino gambling on the Miss Marquette Riverboat Casino and Resort.

McGregor, Iowa

Stroll down the Main Street charmed by late 19th century architecture and stay in a restored Bed and Breakfast Inn. Pikes Peak State Park offers spectacular views of the Mississippi.

Guttenberg, Iowa

Boasts two scenic overlooks and a mile-long landscaped park along the river. A copy of the Guttenberg Bible is on display at the local newspaper. The city offers blocks of historic buildings.

DUBUQUE COUNTY

Julien Dubuque, first white settler in Iowa

Julien Dubuque, a French explorer settled in Dubuque in the late 1780s. He was taught how to mine for lead by the Native Americans and secured a claim on the land from the Spanish Land Grants in the 1790s. The land grant was the first and largest land grant given while Spain controlled the Louisiana Purchase.

Fenelon Square Elevator, Dubuque

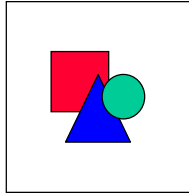
A prominent Dubuque banker trying to speed up his trip to and from work built the Fenelon Square elevator in 1882 into a bluff overlooking the Mississippi River. The elevator climbs 189 feet before stopping at Fenelon Place, a prestigious residential area in Dubuque. The builder of the Brooklyn Bridge produced the cable for the elevator and the inclined railway is one of only three such railways in the nation.

County Courthouse and Old Jail Gallery, Dubuque

Both the County Courthouse and the Old Jail are listed on the National Register of Historic Places. The Courthouse was built in 1893 and boasts a beautiful golden dome. The neighboring jail was built in the Egyptian Revival Style, a rare building style.

Dubuque Welcome Center/Mississippi River Museum

The Welcome Center, located in a newly renovated Diamond Jo Steamboat Line warehouse, offers Iowa tourist information as well as Iowa products in the



gift shop. The Mississippi River Museum is made up of two different museums, located on the floors above the Welcome Center. The National Rivers Hall of Fame offers information about the Mississippi River and its history while the Dubuque Heritage Museum gives the history of just the city. One floor in the warehouse is open for scenic views of both the river and the city. Now in progress is the American Rivers Project, a huge aquarium.

Eagle Point Park, Dubuque

This city park offers many scenic overlooks of both the Mississippi River and Lock and Dam 11 as well as the historic Cathedral Square Historic District.

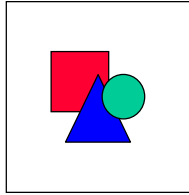
Mines of Spain State Recreation Area/ E.B. Lyons Nature Center

The Mesquakie Indian Tribe originally mined lead from an area on the Mississippi River and taught Julien Dubuque how to work the mines when he settled the area in the 1780s. Dubuque secured the land during the period when the Spanish controlled the Louisiana Purchase, and called the area the Mines of Spain. Today, the area is listed on the National Register of Historic Places, is a National Landmark, is designated as a Watchable Wildlife Area, is a National Wildlife Federation Nature Area, and contains a 600-acre nature preserve. As a State Park, the area offers a variety of recreation opportunities, including, hunting, an extensive trail system, bird and animal watching, and a nature center. The area is made up of a variety of natural geologic formations and is a refuge for unique plant communities and rare wildlife species. The area also houses a great deal of Iowa history, with Native American mounds, village sites, and mine ruins. Dubuque was buried at the mines, and a monument was built in his honor in 1897.

Lock and Dam 11, Dubuque

Dubuque, Iowa

Attractions include the Dubuque Greyhound Park & Casino, Mississippi River Museum, National Rivers Hall of Fame, Mathias Ham House Museum, Cable Car Square, and Fenelon Place Elevator - the world's shortest and steepest scenic railway. Other attractions are the General Zebulon Pike Lock and Dam, Spirit of Dubuque riverboat, Eagle Point Park, Crystal Lake Cave, Sundown Ski Area, and the Dubuque Arboretum Botanical Gardens. The area also offers riverboat gaming.



JACKSON COUNTY

Riverview Park, Bellevue

This city park runs nearly the length of Bellevue and offers many recreational as well as social activities. The park has many scenic overlooks and an unobstructed view of the Mississippi both north and south.

Lock and Dam 12

Lock and Dam 12, located just north of Bellevue, welcomes visitors to watch all the exciting river activities centered around a dam system. The dam also provides a great bird watching area.

Green Island State Wildlife Refuge

This 3,500-acre waterfowl refuge is made up of wilderness lakes and Mississippi backwaters. Some recreational activities are allowed in the refuge, including canoeing, camping, cross-country skiing, and many beautiful scenic overlooks.

Bellevue State Park, Dyas Unit and Nelson Unit

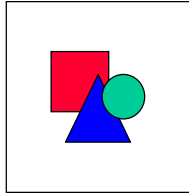
This state park is divided into two units, the Dyas and the Nelson. The Dyas Unit has extensive recreation facilities, including a nine-mile trail, a self guided nature trail, scenic overlooks, and camping sites. The Nelson Unit is located atop a 300' bluff overlooking the river valley and Lock and Dam #12. This park houses the largest butterfly garden in Iowa as well as a nature center, Indian mounds, and a trail system.

Historic Outdoor Way of the Cross, St. Donatus

Built in 1861, St. Donatus' Way of the Cross is the oldest in the United States. Fourteen stations, all marked with wayside chapels, wind switchback style up Calvary Hill to the Pieta Chapel, modeled after a Luxembourg chapel, at the top.

Bellevue, Iowa

Catch a view of the Mississippi from the Bellevue State Park located on the bluffs south of town.



CLINTON COUNTY

Drive from Clinton to Comanche

This drive along the Great River Road is most notable for its distinctive low-lying topography. This is one of the only places along the Mississippi where there are no bluffs, which makes viewing the river very easy.

Lock and Dam 13 across the river from Clinton in Fullton, IL

Clinton, Iowa

Visit Eagle Point Nature Center, Bickelhaupt Arboretum, City of Clinton Showboat Theater, Clinton Art Association Gallery, Clinton County Historical Museum, Van Allen Building, and Mississippi Belle II Riverboat Casino.

SCOTT COUNTY

Scenic drive from Princeton to Le Claire

Natural rock gardens and open sparkling water makes this portion of the Great River Road spectacular. The river never freezes in this area (because of the Cordova nuclear power plant across the river) and attracts waterfowl all year long.

Scott County Park

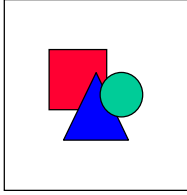
This 1300-acre park has many types of recreation including cross-country skiing, hiking and bridle trails, camping, swimming, fishing, and a nature center. In addition, the park houses the Walnut Grove pioneer village which includes a depot, blacksmith shop, general store, long cabin and many other village buildings.

Lock and Dam 14, Le Claire

This Lock and Dam boasts a great view of American bald eagles during the winter months. They are easily viewed from the observation deck.

Lock and Dam 15, Army Corp of Engineers Visitor Center

The newest visitor center for the Army Corp allows the public the opportunity to see Lock and Dam 15 in progress from the observation deck. The center's museum tells Mississippi River Valley history in addition to providing lock and dam working models.



Le Claire, Iowa

The Buffalo Bill Museum, a memorial to pioneers and steamboats, is a favorite stopping point for travelers. Nearby is the Mississippi Valley Welcome Center with state and local visitor information.

Davenport / Bettendorf , Iowa

Part of the Quad Cities metropolitan area. The Putnam Museum, Bettendorf Museum, and Davenport Museum of Art contain exhibits of local, regional, and river history. Other attractions include the Village of East Davenport, Arsenal Island, Col. Davenport Home, and the Bix Beiderbecke Festival. Riverboat casino gambling is available on the Luck Lady and the President Riverboat Casino.

MUSCATINE COUNTY

Mark Twain Overlook, Muscatine

This overlook contains many scenic views of the Mississippi River, Lock and Dam 16, and the boat harbor. The overlook has a historical marker and written information on the Great River Road.

Pearl Button Museum, Muscatine

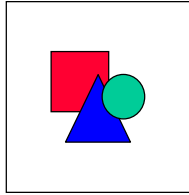
A German immigrant in Muscatine noticed the large amount of mussels in the Mississippi River and started the pearl button industry. By 1890, Muscatine was known as the pearl button capital in the world, with 43 different button businesses. Most of the button machinery was designed and developed in Muscatine. The Pearl Button Museum displays a collection of memorabilia from this time period.

Lock and Dam 16, Muscatine

The observation deck on this dam shows onlookers an up-close view of a working lock and dam system. Tours of the lock and dam are given each week.

Wildcat's Den State Park

This state park protects the first Muscatine County town. The gristmill, built by Benjamin Nye in 1848, is on the National Register of Historic Places. The town's school, church, and cemetery surround the mill. Wildcat's Den has an



extensive trail system, weaving through a variety of terrain. The bluffs and rock outcroppings provide great views to all that use the park.

Fairport, Iowa

Wild Cat Den State Park includes 100-foot cliffs, rock formations, a marina, and two large campsites. A mill built in 1850 by one of the first settlers has been restored. Located nearby is the "Shady Creek" campsite and boat launching area, Fairport Landing Marina and the Fairport Public Use Area.

Muscatine, Iowa

Muscatine Art Center, located in a 1908 Edwardian mansion, features an Estey player pipe organ, Regina music boxes, and American and European paintings and prints. Adjacent Stanley Gallery offers changing exhibits.

LOUISA COUNTY

Toolesboro Indian Mounds National Historic Landmark

The best known of all prehistoric burial mound cultures is the Hopewellian Mound Builders of the Middle Woodland Period (200B.C. to 400A.D.). This culture left extensive mounds and indoor dioramas in the Toolesboro area and today is a National Historic Landmark.

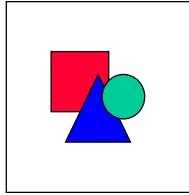
Mark Twain National Wildlife Refuge

This wildlife refuge is divided into three different areas, the Big Timber Division, Horseshoe bend, and the Louisa Division and totals over 9,000 acres of marsh, grassland, bottomland forest, and open water. Hiking, fishing, and hunting are major recreational activities as well as several boat ramps to the Mississippi River and Lake Odessa.

Lock and Dam 17, rural Louisa County

Toolesboro, Iowa

A preserve, which overlooks Lake Odessa, contains 2 conical ceremonial burial mounds on the bluffs overlooking the Iowa River. A Visitor Centre is located on a site overlooking the spot where Joliet and Marquette beached their canoes in 1673.



DES MOINES COUNTY

Snake Alley, Burlington

Snake Alley, located on the south side of Heritage Hill Historic District, offers a more direct route between the town business district and homes located on the hill. The street consists of five half curves and two quarter curves over a distance of 275 feet, rising 58.3 feet and is considered the crookedest street in the world. The paving bricks are laid narrow edge up, each a little higher than the one before to provide extra traction for horses.

Starr's Cave Nature Center and Preserve

Starr's Cave, an undeveloped limestone cave, sits on a 140 acre forested park with many hiking trails. The nature center offers natural history information and a petting zoo for animal observation.

Burlington, Iowa

Snake Alley consists of half-curves and quarter-curves, descending over a distance of 275 feet. The homes bordering the alley were built during 1856.

LEE COUNTY

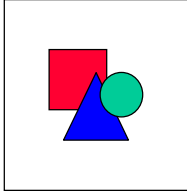
Lock and Dam 19, Keokuk

Lock and Dam 19 is the highest "step" in the stairway of locks and dams along the Mississippi. The pool created behind the dam, Lake Cooper, is the largest pool in the series of dams with 240 miles of shoreline. The lock is 1200 feet long, large enough to handle a full-length fleet of barges. This dam, along with Lock and Dam 1 are the only used to produce electricity.

One of largest wintering populations of bald eagles on the Mississippi, Keokuk

The open water below Lock and Dam 19 attracts one of the largest wintering populations of bald eagles on the Mississippi River. The best visiting times to see these beautiful is between November and March in the early morning. Annual Bald Eagle appreciation days in mid-January have observation points set up to help onlookers.

Fort Madison, Iowa

Iowa Great River Road

Discover history in this picturesque city on the shores of the Mississippi River. Tour the North Lee County Historic Museum Complex, 1993 Flood Museum, or the reconstructed Old Fort Madison, originally built in 1808. Enjoy riverboat gambling aboard Catfish Bend Casino.

Keokuk, Iowa

An old helical paddlewheel towboat, the George M. Verity, is berthed on the riverfront. It serves as a museum of upper Mississippi River history. One of the largest hydroelectric power stations and the longest lock on the upper Mississippi River are located in Keokuk. Overlooking the river is Rand Park with a monument dedicated to "Keokuk".